



POTATO *Lighter Fare*

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/>

LIGHTER FARE *Bolder* FLAVOR

Consumers are looking for ways to eat better, feel better, and live better—yet still want to enjoy themselves, especially when dining out. There is a huge opportunity for chefs and kitchens to showcase their creativity with big, bold flavors while still delighting their guests with healthier, lighter plates. To do this, they need ingredients that are as healthy as they are flavorful, as familiar as they are unique, and as versatile as they are affordable.

Enter: potatoes!

GRILLED POTATO FLATBREAD



WHY LIGHTER 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.

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 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 flexible form are structurally perfect for any type of lighter-fare dish.

OH SO SATISFYING

Despite their low calorie count, potatoes are incredibly filling, helping ensure that everyone leaves their meal feeling satisfied—no matter how light it may be.

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 bold, fresh, lighter-fare dishes.

* <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, smashed roasters, or a base for bowls.

COAST TO COAST,
POTATOES ARE A
Star INGREDIENT.

Potatoes' adaptable flavor and variety of sizes and shapes work in every American regional cuisine from the bright, fresh Pan-Asian influence of the Pacific Northwest to the traditional heartiness of New England. And for light meals and snacks, potatoes are heroes on every level—they travel well, reheat beautifully, and are so customizable, there's no limit on the number of unique and delicious combinations you can create.

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



Potato POKE BOWL

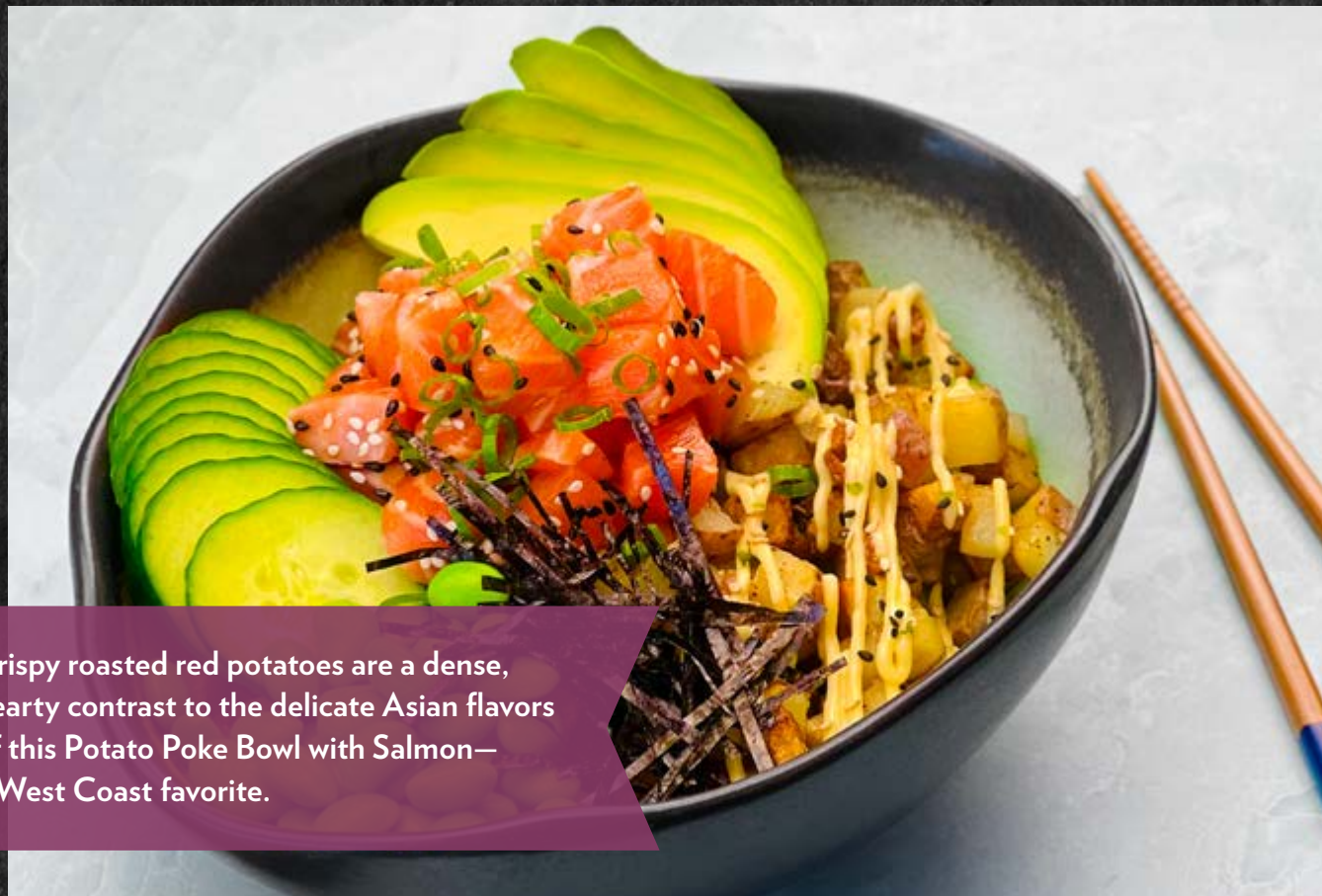
WITH SALMON

DISH
Main

PREP TIME
25 Mins

COOK TIME
20 Mins

SERVING
Serves 6



Crispy roasted red potatoes are a dense, hearty contrast to the delicate Asian flavors of this Potato Poke Bowl with Salmon—a West Coast favorite.

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



Banh Mi Style LOADED FRIES

DISH
Appetizer,
Main

PREP TIME
15 Mins

COOK TIME
30 Mins

SERVING
Serves 12



Frozen wedge-cut fries are the star of these light, sweet/hot Vietnamese-style loaded fries, inspired by the flavors of the Pacific Northwest.

Preparation

- 1 For the pickled vegetables, combine vinegar, salt, and sugar in a large saucepan. Place over medium-high heat and bring the liquid to a boil until the sugar and salt have dissolved. Place the carrots and daikon into two smaller saucepans. Pour half of the mixture over the carrots and half of the mixture over the daikon. Place the carrots and daikon back on the stove and allow them to cook for 2–3 minutes. Remove from the heat and add the ice to both pots. Allow the mixture to cool completely. Drain the pickling liquid off the vegetables, reserving the liquid for storing any leftover pickles you may have. Keep cold until ready to use.
- 2 For the pork larb, heat the lard in a pan over medium heat. Sauté the pork and cook until it is almost cooked all the way through. Stir the pork as it is cooking, so the pieces break up as much as possible. Add the rice wine, fish sauce, soy sauce, chilis, and white pepper to the pan and stir until sauce reduces slightly. Remove from the heat and stir in the cilantro, mint, and lime juice.
- 3 To make the fries, preheat a fryer with peanut oil to 375°F. When the oil is hot add the fries; this may have to be done in batches depending on the size of your fryer. (Conversely, this can also be done in an air fryer or a convection oven without having to use the oil.) Fry the fries for 7–8 minutes or until they are golden brown and crispy. Drain them well, place into a bowl, and season with kosher salt to taste.
- 4 To make the sriracha mayo, combine the mayonnaise with the sriracha and stir well. Transfer the sauce to a plastic squeeze bottle.
- 5 To plate up the dish, arrange the hot wedge-cut fries on a serving platter or individual dishes. Spoon the hot ground-pork mixture over the fries, drizzle the top with the sriracha mayo, and garnish the top with the sliced cucumbers, the jalapeños, the pickled carrot, and daikon, as well as the cilantro or mint. Serve immediately.



INGREDIENTS

PICKLED VEGETABLES:

2 cups rice wine vinegar
1/4 cup sea salt
1/2 cup granulated sugar
3 cups carrots, julienne sliced
3 cups daikon radish, julienne sliced
6 cups ice, crushed

VIETNAMESE PORK LARB (SPICY GROUND PORK):

2 lbs ground pork
2 tbsp lard
3 tbsp rice wine (Xiaoxing, or sake)
3 tbsp Vietnamese fish sauce
3 tbsp soy sauce
2 Thai bird chilis (1 green and 1 red)
1/2 tsp ground white pepper
1/3 cup cilantro, chopped
1/3 cup mint, chopped
3 tbsp freshly squeezed lime juice

FRIES:

4 1/2 lb frozen wedge-cut fries
As needed peanut oil (any neutral oil can be subbed)
1 tbsp kosher salt

SRIRACHA MAYO:

1 cup Japanese mayonnaise (e.g., Kewpie, Kenko, etc.)
1/2 cup sriracha (Vietnamese hot sauce)

GARNISH:

2 cups English cucumbers, seeded and cut into 1/8" slices
1/4 cup jalapeños, sliced
1/4 cup cilantro or mint leaves, picked

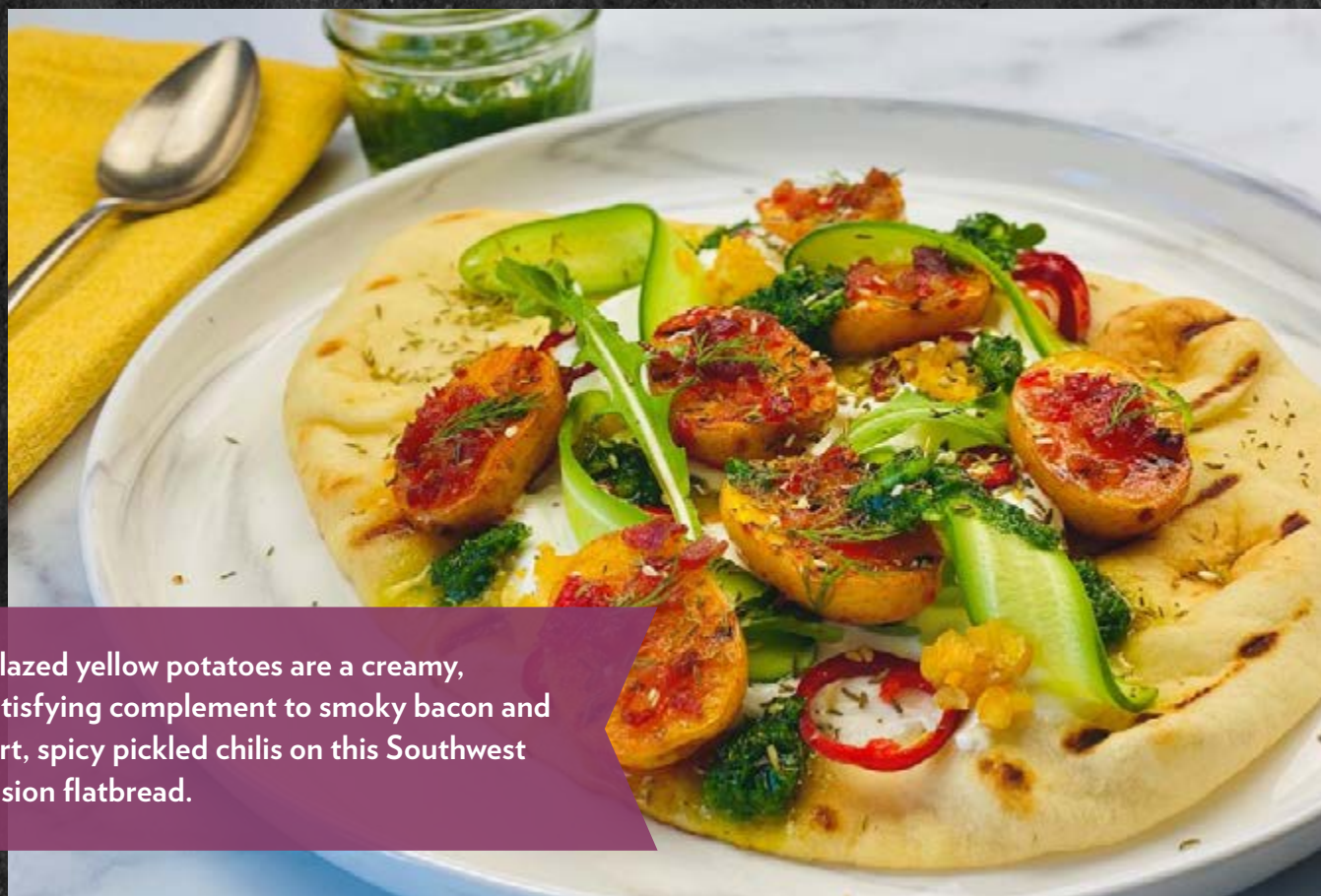
GRILLED POTATO Flatbread

DISH
Main

PREP TIME
20 Mins

COOK TIME
40 Mins

SERVING
Serves 8



Glazed yellow potatoes are a creamy, satisfying complement to smoky bacon and tart, spicy pickled chilis on this Southwest fusion flatbread.

Preparation

- 1 To make the flatbread, pour the water into a large bowl and whisk in the potato flakes, salt, sugar, olive oil, and milk. Allow the mixture to sit for a minute and stir again to fluff the potatoes. Add the flour a little bit at a time until it is all used and the mixture forms a dough. Knead the dough for 5–6 minutes until a smooth ball is formed. Allow the dough to rest for 5–10 minutes while you make the Zhug.
- 2 To make the Zhug, remove the cardamom seeds from the pods and discard the pods. Toast the cardamom with the peppercorns, coriander seeds, and cumin seeds in a dry pan for about 2 minutes. Transfer the spices to a coffee grinder or mortar and pestle and grind fine. In a blender or food processor, combine the chilis, garlic, and salt. Pulse until slightly chunky. Add the arugula, mint, cilantro, olive oil, and lemon juice, pulse again until just chunky. Add the ground toasted spices and set aside until ready to use.
- 3 To parcook the potatoes, place the sliced potatoes in a medium pot and cover them with the water. Add the salt and place over high heat until the water boils. Reduce the heat to a simmer. Cook the potatoes until they are fork tender, but not falling apart. Drain the potatoes and place into a bowl.
- 4 Drizzle the potatoes with the olive oil and toss to combine. Preheat a grill to medium-high heat. Arrange the potatoes on the preheated grill and grill until grill marks appear, about 3–5 minutes.
- 5 While the potatoes grill, make the harissa-honey and bacon mixture by combining the honey, harissa, and cooked bacon pieces in the bowl the potatoes were just in.
- 6 Remove the potatoes from the grill and place them in the harissa-honey and bacon mixture. Toss to combine and place them on an aluminum foil baking sheet. Return them to the grill but not over the heat. Find a place off to the side where the heat can simply glaze the sauce on the potatoes.
- 7 Divide the dough into 8 portions; roll each of the flatbread out until they are 1/8 inch thick. Carefully place them on the grill and grill for 3–5 minutes per side—the flatbread should puff slightly and get grill marks. Remove the flatbreads from the grill and store them in a clean linen towel, stacked on each other so they stay nice and warm.
- 8 To plate, arrange a flatbread on a plate and smear a little yogurt on the base of the flatbread. Arrange some of the glazed potatoes, some fresh cucumber slices, pickled chilis, preserved Meyer lemons, Zhug, baby arugula, and a sprinkling of za'atar, if desired.



INGREDIENTS

POTATO FLATBREAD:

1 1/2 cups dehydrated potato flakes
2 cups hot water
1 tsp kosher salt
1 tsp granulated sugar
3 tbsp olive oil
1/2 cup whole milk
2 cups all-purpose flour

ARUGULA ZHUG:

2 cardamom pods
1 tsp black peppercorns
1 tsp whole coriander seeds
1 tsp whole cumin seeds
3 serrano chilis
2 garlic cloves
1 tsp kosher salt
1 cup baby arugula
1 tbsp fresh mint, chopped
1/2 cup fresh cilantro, chopped
2/3 cup extra virgin olive oil
4 tsp lemon juice

GLAZED POTATOES:

1 lb yellow potatoes, washed and cut in half
6 cups water
2 tbsp kosher salt
2 tsp olive oil
2 tbsp honey
1/3 cup prepared harissa (chili garlic sauce can be subbed)

1/2 cup cooked bacon, chopped fine

FOR BUILDING THE WRAP:

1 cup plain Greek yogurt
3 baby cucumber (English cucumber can be subbed)
As needed pickled chilis
2 tbsp preserved Meyer lemon, finely chopped
1 cup baby arugula
As needed za'atar seasoning (optional)

Smoked Potato SALAD GARDEN

DISH
Appetizer,
Side, Snack

PREP TIME
45 Mins

COOK TIME
30 Mins

SERVING
Serves 24



Diced frozen potatoes mixed with creamy Japanese mayonnaise and liquid smoke, then garnished with pickled marble potatoes, are the base of this elegant, light twist on a Southern favorite.

Preparation

Toasted Rye Soil:

- 1 Preheat the oven to 375°F. Arrange the rye bread on a sheet pan and place in the oven for 8–10 minutes or until the bread is toasted and mostly dried out.
- 2 Crumble the toast into a food processor and pulse until crumbly. Add in the almonds, olive oil, and seasonings, and pulse the machine until the mixture resembles soil.

Pickled Marble Potatoes:

- 1 In a small saucepan, combine the vinegar, sugar, salt, mustard seeds, bay leaf, and water, and bring to a boil (just long enough to dissolve the sugar and salt).
- 2 Cook the potatoes in simmering water until fork tender, drain, and add them to the hot pickling liquid. Cool the potatoes in the pickling liquid and place in the refrigerator for 4 hours.

Smoked Potato Salad Garden:

- 1 Combine all ingredients except the Toasted Rye Soil and Pickled Marble Potatoes in a stand mixer with a paddle attachment, or in a large mixing bowl using a sturdy wire whisk.
- 2 The potato salad at this point is ready to serve. For a smokier flavor, use a smoking gun with your choice of wood chips or a cold smoker. Put the cold potato salad, uncovered, into a cold smoker for 5–7 minutes. If using a smoke gun use the same amount of time.
- 3 Spoon 5 ounces of the cooled and smoked potato salad into serving dishes. Place a single pickled marble potato into the center of each dish. Insert an edible flower into the potato if desired, and carefully spoon 2 tablespoons of the toasted rye soil around the top of the potato salad. Alternatively, various pickled vegetables could be used such as radishes, baby carrots, or pattypan squash.



INGREDIENTS

SMOKED POTATO SALAD GARDEN:

8 cups diced frozen potatoes, fully cooked, non-seasoned, slack thaw or steam lightly then cool
24 oz Japanese mayo (Kewpie, Kenko, etc.)
1/2 tbsp liquid smoke
1/2 cup rice wine vinegar
1/2 tbsp kosher salt
2 tbsp dijon mustard
1/2 cup dill pickle relish
1 tsp black pepper, freshly ground
1/2 cup chives or green onions, finely chopped
1/4 cup dill (fresh), finely chopped
1/4 cup tarragon (fresh), finely chopped
1 1/2 cups Toasted Rye Soil (ingredients below)
24 Pickled Marble Potatoes (ingredients below)

TOASTED RYE SOIL:

6 slices rye bread
1/2 cup sliced almonds
1/4 cup extra virgin olive oil
1 tsp kosher salt
1/2 tsp black pepper
1 tbsp onion flakes
1/4 tsp granulated garlic

PICKLED MARBLE POTATOES:

2 cups assorted petite (marble) potatoes
1/4 cup white wine vinegar
2 tbsp granulated sugar
1 tbsp kosher salt
1/2 tbsp mustard seeds
1 dried bay leaf
1/3 cup water

Potato & Quinoa STUFFED HALF SHELLS

DISH
Appetizer,
Side, Main

PREP TIME
40 Mins

COOK TIME
30 Mins

SERVING
Serves 12



Frozen potato half shells, stuffed with quinoa, pinto beans, and coleslaw, are a delicious, satisfying vessel for this vegetarian, California version of a BBQ favorite.

Preparation

- 1 Mix the quinoa, corn, beans, and BBQ sauce in a medium sauce pot. Heat over low heat until internal temperature reaches 135°F.
- 2 Deep fry the potato shells for 5–6 minutes at 350°F.
- 3 Scoop 1/4 cup of the mixture into each potato shell and top with cheese.
- 4 Place potato shells under broiler to melt cheese. Garnish with the coleslaw and cilantro. Serve immediately.



INGREDIENTS

24 oz IQF ready-to-eat red quinoa, pre-cooked
1 1/2 cups roasted corn
3 cups pre-soaked beans, any type (black or pinto recommended)
1 1/2 cups BBQ sauce
24 potato shells (frozen or fresh), fried
6 oz colby jack cheese, shredded
12 oz coleslaw
24 sprigs cilantro

MEXICAN Street Corn POTATO SALAD

DISH
Salad

PREP TIME
20 Mins

COOK TIME
45 Mins

SERVING
Serves 8



Fresh tri-colored potatoes make this Southwest potato salad, inspired by Mexican street corn, creamy, satisfying, and craveable.

Preparation

- 1 In a large pot over medium-high heat, combine the potatoes and salt with enough cold water to cover. Allow the water to come to a boil and reduce to a simmer. Cook the potatoes until fork tender (about 25–30 minutes), remove from the heat, drain, and allow to cool.
- 2 Shuck the corn and grill over high heat until the kernels are slightly charred. Remove from the heat and allow to cool. Once cool, cut the corn from the cobs and set aside while you make the sauce for the potato salad.
- 3 Combine the crema, mayonnaise, smoked paprika, cumin, chipotle chili powder, garlic, hot sauce, lime juice, cilantro, and cotija cheese. Stir until mixed thoroughly. Toss the cooled and cooked potatoes along with the charred corn in the sauce. Adjust the seasoning with salt and pepper. The potato salad is now ready to eat but will taste even better if allowed to sit overnight in the refrigerator.



INGREDIENTS

1 1/2 lbs tri-colored potatoes, cut in half
2 tbsp kosher salt
4 sweet corn on the cob
1 1/4 cups Mexican crema
3/4 cup mayonnaise
1 tbsp smoked paprika
1 tbsp cumin
1 tbsp chipotle chili powder
1 1/2 tbsp garlic, chopped
3 tbsp Mexican hot sauce
1/4 cup freshly squeezed lime juice
2 tbsp cilantro
10 oz cotija cheese, crumbled
2 tsp kosher salt
1 tsp freshly ground black pepper

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.

