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## USPB Brings Thanksgiving To the Philippines



**DENVER—(December 21, 2009)** The United States Potato Board (USPB) Philippine Representative Office organized a Thanksgiving Dinner for its trade partners and media who have been supportive of US frozen potato products and events over the past several years. The dinner was held at the Museum Café in Makati City, which is known as “The Financial Capital of the Philippines” and Metro Manila’s Central Business District.

Attendees included restaurant owners, marketing managers, purchasers, operations managers, suppliers/distributors, along with chefs, writers and editors from some of the country’s top newspapers, magazines and food blog sites. USDA’s Agricultural Attaché, David Wolf, gave a

background on traditional Thanksgiving celebrations in the United States. This included how the traditions began, and how it has become the top holiday celebration of American families. Wolf also thanked everyone for their continued support of the USBP and other US agricultural products.

Museum Café culinary consultant, Chef Sau Del Rosario prepared a feast which highlighted the scrumptious and delectable possibilities using US frozen potato products. “While the task of creating a full menu using US frozen potatoes was initially daunting, I discovered how versatile US Frozen Potatoes are,” he said. “I’m actually proud of the dishes I served.”

The recipes Chef Rosario prepared with US frozen potatoes were:



*US Frozen Potato Dill Sourdough Rolls*



*Crispy Sea Bass and US Frozen Mashed Potato Brandade*



*Seared Foie Gras, Scallops and US Frozen Potato Green Pea Soup*



*US Frozen Potato and Wild Mushroom Gnocchi*



*Pan Roasted Pork Tenderloin and US Frozen Potato Broccoli Flan in Honey Mustard Sauce*



*US Frozen Potato Torte*

It was a fun-filled night, with US Frozen Potatoes being the star of the dinner. Rosario made the best use of US Frozen Potatoes as an ingredient and also as crunchy, tasty curly, wedge and crinkle cut fries to complement the turkey. The US Frozen Potato Gnocchi, Green Pea Soup, and Torte received the highest praises from the guests.

A total of 84 guests were at the Thanksgiving Dinner. The media and restaurant trade were well-represented during the event. Among those present were: Super Bowl of China, Chili's, NYFD, Pancake House, Taters, Tony Roma's, Big Better Burgers and Kenny Rogers.

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David Fairbourn is Manager, Industry Communications & Policy, at the United States Potato Board in Denver. The mission of the USPB is to increase demand for potatoes and potato products through an integrated promotion program, thereby providing US producers with expanding markets for their production. David can be contacted at 303-369-7783 or [david.fairbourn@uspotatoes.com](mailto:david.fairbourn@uspotatoes.com). For complete information about the programs, ROI results, resources and tools available to all members of the industry through the USPB, please visit [www.uspotatoes.com](http://www.uspotatoes.com). The United States Potato Board—Maximizing Return on Grower Investment.

