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## **US Table-Stock Potatoes Presented to Vietnam Foodservice Industry**

**DENVER (September 7, 2010)**—The Vietnam Hotel Restaurant and Institutional (HRI) industry turned out for a United States Potato Board (USPB) reception introducing US table-stock potatoes. This event was held July 20, 2010, at the New World Hotel in Ho Chi Minh City. For the first time ever in this new market, the variety, versatility and high quality of US table-stock potatoes were put on display to a group of 242 chefs representing family dining restaurants, hotels, foodservice industry professionals, importers and distributors in Vietnam.

The USPB contracted Celebrity Chef Ken Huang to create two recipes using US table-stock potatoes. He is a recipient of a world-class “CORDONS BLEUS DE FRANCE” culinary award, making him the 41<sup>st</sup> chef in Asia to hold this credential and special distinction.

Huang is fluent in Vietnamese, and the reception attendees remained focused and captivated as he prepared his two recipes showcasing US fresh potatoes in Vietnamese cuisine. He demonstrated his creations of *Deep-Fried Vietnamese Spring Rolls*—made with a filling of pork, seafood and vegetables including, notably, the potatoes; and *Potatoes Dauphinois*—a layered potato, onion and cheese dish.

Huang’s passion about cooking easily transferred to his audience. They appreciated his presentation skill and the way he made US table-stock potatoes a new and exciting ingredient for making simple and common local cuisines with unique looks and tastes.

This reception introducing US table-stock potatoes to the Vietnam foodservice industry was unanimously recognized by the chefs and other professionals in attendance to have been beneficial for their restaurants and businesses. Each participant received information packets with printed recipes and materials about US potatoes. Forty-five requests for samples of US table-stock were made by 18 restaurants, 20 hotels and coffee chains and seven importers and distributors.

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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.

