



## WHAT IS POTATOES USA DOING TO APPEAL TO FOODSERVICE?

WE ARE INSPIRING CULINARY PROFESSIONALS TO OFFER MORE POTATOES ON THEIR MENUS

### FACTS & STATS:

1. Foodservice is very important to Potatoes USA because more than 57% of all the potatoes sold in the U.S. are sold through this sector and the majority of exported product is consumed through this channel as well.
2. Inspiration is the core ingredient of the foodservice program. We work with culinary professionals through hands-on culinary training and market explorations that expose them to the latest consumer, culinary and cuisine trends. In addition, we partner with renowned chefs to showcase their special potato dishes, through videos and other media, so their creations inspire others. Throughout the year extensive public relations, event sponsorships and online marketing are utilized to feature potato inspirations for the foodservice sector.
3. Potatoes USA continually seeks to grow and inspire a community of chefs around the globe to offer potatoes on their menus that meet consumer demand for the beloved spud.

### Make Me Care:

- Our work with chefs and industry leaders from 23 countries around the world is bringing a host of creative potato recipes—from a breakfast pizza in New Orleans to a Japanese ramen chef who brines potatoes before combining traditional Japanese ingredients.
- Internationally more than 100 new potato menu items launch in our target markets annually.
- Potatoes are a menu item that keep consumers coming back for more, and operators are taking notice. Foodservice operators indicate a 31% net increase in potato dishes on core menus since 2014. 18% of operators say they are incorporating more potato dishes compared to two years ago. And 87% of operators say they are likely to add new potato dishes in the next one to three years.
- We've been conducting valuable research on dining behaviors for Generation X, Millennials and the up-and-coming Generation Z. We've learned that younger audiences rely heavily on foodservice and prepared foods at retail, but they are spending less time in restaurants. So, takeout is important to them. Potatoes are an ideal choice, as they transport well for grab-and-go meals.

## How It Will Sound When Spoken:

*Foodservice is very important to Potatoes USA because more than 57% of all the potatoes sold in the U.S. are sold through this sector. Potato dishes are beloved by consumers around the globe. Inspiration is the core ingredient of the foodservice program. We work with culinary professionals through hands-on culinary training and market explorations that expose them to the latest consumer, culinary and cuisine trends. In addition, we partner with renowned chefs to showcase their special potato dishes on video so their creations can be shared broadly. Throughout the year extensive public relations, event sponsorships and online marketing are utilized to feature potato inspirations to the foodservice sector.*

*And the work we are doing is making a difference. Potatoes are a menu item that keep consumers coming back for more and operators are taking notice. We inspire the launch of more than 100 new potato menu items internationally every year. Foodservice operators here in the U.S. indicate a 31% net increase in potato dishes on core menus since 2014, and 18% of operators say they are incorporating more potato dishes compared to two years ago.*