

**MICHAEL
FOODS^{INC.}**

Fresh **Delicious** **Mashed Potatoes**

Simply Potatoes®

Refrigerated Mashed Potatoes are made with real potatoes and **quality ingredients** to provide a homemade taste customers are sure to love.

Convenience and Quality, Simply

We know that **time, labor, and exceeding customer expectations** are your biggest challenges.

Never frozen or dehydrated and made from 100% real potatoes.

Completely prepared, refrigerated, fresh-tasting, and **ready to cook**.

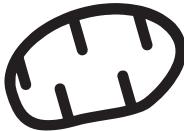
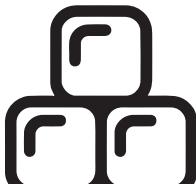
And with **less prep and labor**, combined with **better yield, safety, and consistency**, they're great for your **bottom line**.

For ordering, information, or customer service assistance, call 800-328-5474 or visit michaelfoods.com.

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Compare for yourself.

You'll see that switching to Simply Potatoes® Refrigerated Mashed Potatoes just makes sense.

				
	<input checked="" type="checkbox"/> Scratch	<input checked="" type="checkbox"/> Frozen	<input checked="" type="checkbox"/> Dehydrated	<input checked="" type="checkbox"/> Refrigerated
TASTE	<ul style="list-style-type: none"> Can vary in taste... both from raw inconsistency and back-of-house labor 	<ul style="list-style-type: none"> May compromise guest satisfaction <ul style="list-style-type: none"> Refrigerated mashed preferred almost 3 to 1 over frozen* 	<ul style="list-style-type: none"> May contain artificial flavors... try them against refrigerated and taste the difference in freshness 	<ul style="list-style-type: none"> Made from real potatoes & quality ingredients so they taste like scratch Never frozen or dehydrated
CONVENIENCE & SAVINGS	<ul style="list-style-type: none"> Time and labor intensive... it takes 5X longer to prepare mashed potatoes from scratch compared to refrigerated** Scratch mashed can have a 20% yield loss** 	<ul style="list-style-type: none"> Many culinary applications require product to be slacked out before use 	<ul style="list-style-type: none"> Rehydrating dehydrated products is time consuming and messy 	<ul style="list-style-type: none"> Arrive prepared and ready-to heat - no cleaning, peeling or mashing Immediate usability in any culinary application No waste
PERFORMANCE & SAFETY	<ul style="list-style-type: none"> Raw supply can change frequently Kitchen staff can injure themselves while peeling and cutting Can carry pathogens that can be spread throughout the kitchen 	<ul style="list-style-type: none"> Freezing potatoes breaks down the natural starch structure which can lead to poor consistency and excess water 	<ul style="list-style-type: none"> Hurried staff and rehydrating errors can lead to product variation and even make product unusable 	<ul style="list-style-type: none"> Consistent, high-quality product thanks to over 40 years our experts have spent perfecting the refrigerated process Prevents risk of injury from sharp knives and reduces risk of cross contamination from pathogens on raw potatoes

*Technomic Consumer Brand Metrics

**MFI Internal Time-Yield Audit: boiling, peeling, cutting and mashing 50 lbs. of raw potatoes

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