



# Press Release

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## **USPB Seminar Informs Foodservice Professionals About U.S. Instant Mashed Potatoes**

**DENVER (December 12, 2014)**—The United States Potato Board (USPB) recently carried out a seminar in Mexico City aimed to inform professionals of restaurants, catering services and the institutional sector about the benefits of using U.S. instant mashed potato products in foodservice operations. This event was attended by chefs from Televisa—the biggest TV broadcasting company in Mexico. Participants from restaurants, catering companies, a distributor of ingredients for a food company and a representative of Mexico City’s USDA Agricultural Trade Office (ATO) attended the seminar.

The USPB participated in this foodservice seminar to promote U.S. instant mashed potatoes for foodservice applications. The event started with a USPB food engineer presenting the benefits of using U.S. instant mashed potatoes in foodservice, which created high interest from the participants. The food engineer also talked about the great versatility of U.S. mashed potatoes in foodservice by showing different innovative applications in Mexican and international cuisine—in soups, baked goods and other applications. After the presentation a rehydration test was conducted, and participants experienced the ease of preparing a batch of U.S. instant mashed potatoes in just minutes for foodservice.

Chef Karen Leon Grossman was also hired by the USPB to conduct a menu demonstration on the use of U.S. instant mashed potato products in foodservice applications. She also delivered key messages about U.S. instant mashed potatoes. This menu demonstration included five different recipes using U.S. instant mashed potatoes. The recipes were: Baked Tomatoes Filled with Mashed Potatoes, Mediterranean Salad with Mashed Potato Dressing, Potato and Red Picadillo Croquettes, Spanish Casserole with Mashed Potatoes and Tenderloin Tapas with Potato and White Wine Sauce.



**Baked Tomatoes Filled with Mashed Potatoes**



**Mediterranean Salad with Mashed Potato Dressing**



**Potato and Red Picadillo Croquettes**



**Spanish Casserole with Mashed Potatoes**



**Tenderloin Tapas with Potato and White Wine Sauce**

The USPB shared the advantages and differences they observed in mashed potato preparations with U.S. instant mashed instead of mashed potatoes from fresh potatoes. They reinforced the ease of preparing U.S. instant mashed potatoes—saving time and waste reduction. The main benefits and messages communicated to participants during this seminar included how U.S. instant mashed potatoes are a versatile ingredient and provide variety to menus.

U.S. instant mashed potatoes are more than mashed potatoes. They are a convenient ingredient made from real potatoes, which saves cooking time and are easy to prepare. They also offer consistent quality, reduced costs—since there is no product waste, and are delicious products with a variety of flavor profiles.

Participants enjoyed mashed potato martinis prepared with U.S. mashed potatoes paired with toppings like: vegetables, chorizo, different kinds of gravies and cheese. A final menu demonstration was also conducted where participants sampled 10 different recipes made with U.S. mashed potatoes. These recipes featured: potato croquettes, tapas, salads, dressings with mashed potatoes, stuffed vegetables with mashed potatoes, canapés, and even tamales made with U.S. mashed potatoes.

The ATO representative congratulated the USPB for organizing this event which enabled the Mexican foodservice industry to take a closer inspection of U.S. instant mashed potatoes, and

consider the quality and versatility of these products. Participants valued experiencing instant mashed potatoes from a different perspective—not just as a simple side dish. They experienced the key benefits of cost reduction, standard quality and speed in their kitchens by using U.S. mashed potatoes. They also received USPB Mexican and U.S. instant mashed potato recipe brochures.

For more information on the USPB as the nation’s potato marketing organization, positioned as the “catalyst for positive change,” and the central organizing force in implementing programs that will increase demand for potatoes, please visit [www.uspotatoes.com](http://www.uspotatoes.com). In an effort to enhance diversity of the Board, USDA encourages women, younger growers, minorities, and people with disabilities to seek positions on the board.

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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 U.S. 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.

