



**IDAHOAN. IT'S WHO WE ARE.**

There's just something special about Idaho. Rich, volcanic soil. Pure water from mountain streams. Long, warm days and chilly nights. It's all these things that make our land, just west of the Teton Mountains, perfect for our purpose. For 50 years, the name Idahoan® has stood for the highest quality potatoes in the world. Of course, it isn't just our potatoes that are Idahoan®. Back in 1960, a group of Eastern Idaho's potato growers and local businessmen joined forces to share their potatoes with the world – and we're still a grower-owned company today. We offer over 180 product configurations for foodservice, retail, ingredient and export channels, using the most sophisticated cooking techniques and equipment available. Our products are renowned for their perfect flavor and texture by foodservice operators and their customers alike.

*If you want that quality in your operation, go right to the source. Here, the potatoes – and the people – are genuine Idahoan®.*

**Real Mashed Potatoes**

**154078 24/13 oz R**

**154082 12/26 oz ROP**

**154085 6/3.24# ROP**



Hearty flavor. Velvety texture. Made from real 100% Idaho® potatoes. Idahoan Mashed Potatoes come in a variety of flavors, right from the people that grew them. If you're a foodservice pro, go right to the source. These no-mess, no-fuss solutions give you the yields, profits, and satisfied customers you're looking for! Idahoan REAL Mashed Potatoes are processed from sound, well peeled and trimmed 100% Idaho® Potatoes. Yields 480 - 1/2 cup servings per case.

**Scalloped Potatoes**

**154120 12/20.35 oz RO**

**10015961 6/2.54# ROP**

Idahoan REAL Scalloped potatoes provide a rich, creamy accompaniment to any meal. Pre-packaged with creamy cheese and onion sauce, preparation is incredibly easy. Your staff will create delicious, golden-brown casseroles within minutes. Idahoan REAL Scalloped Potato Casseroles made from sliced dehydrated potatoes cut from 100% Idaho® potatoes and a creamy sauce mix.

**154110 Au Gratin Potatoes 12/20.35 oz ROP**

The flavor of 100% Idaho® potatoes is only enhanced by the savory, cheesy flavor of Idahoan Au Gratin Potatoes. It's a combination that customers love and an easy dish to add to your kitchen's repertoire. Idahoan REAL Au Gratin Potato Casserole is made from sliced dehydrated potatoes cut from 100% Idaho® potatoes and a cheese sauce mix.

**154080 Instamash Potato Flakes**

**12/28 oz ROP**

Idahoan® Instamash is a pre-prepared blend of Potato Flakes and seasoning mix that can be prepared and served instantly, right in steam table inserts. There's simply no easier way to give your customers the famous flavor of Idahoan Mashed Potatoes. Idahoan Potato Flakes are processed from 100% Idaho® Potatoes.



**NOTHING COMES CLOSER TO HOMEMADE!**



**10037193**

**Baby Reds Mashed Potato**

**8/32.5 oz ROP**

In Idaho, red potatoes are prized for their unique flavor. They definitely have the ability to add a little complexity to any dish. With Idahoan® Baby Reds® Mashed Potatoes, you can give that flavor to your customers quickly, easily and efficiently. Idahoan Baby Reds Mashed Potatoes are made from a blend of russet and baby red potatoes with peel, butter and seasoning. The potato blend is processed from 100% Idaho® potatoes. ROP



**154116 Fresh Cut Hash Browns 6/2.125# ROP**

Customers love waking up to the flavor of hash browns made from real Idaho® potatoes. Foodservice operators love the convenience and savings they get with Idahoan® Fresh Cut Hash Browns, which can be stored dry and prepared quickly with just hot water. Kosher and Halal.

**DEHYDRATED HASH BROWNS VS. FROZEN**

**YIELD**

Frozen 96/3 oz portions per case

Dehydrated 432/half cup portions per case

**AVERAGE COST**

Frozen \$0.22 per portion

Dehydrated \$0.10 per portion



**Dehydrated hash browns are half the cost and have 4.5 times the yield of frozen. Plus, they are shelf stable and take none of your valuable freezer space.**

**Which product do you think is the best buy?**

# What's **NEW** from Coast to Coast?



## 10031586 TASTE IT Wildberry cake 2/10" 14 cut

Two layers of light, buttery sponge cake are delicately soaked in vanilla syrup, then enveloped with two layers of heavenly Italian mascarpone cream that is hand mixed with blueberries, blackberries, raspberries, strawberries, black and red currants. Topped with white chocolate curls. PG

## 10088070 TASTE IT French Chocolate Mousse Cake 2/10" 14 cut

A rich chocolate devil's food cake is layered with a light chocolate mousse made with the finest Belgian chocolate. The entire cake is enrobed with a dark chocolate glaze, surrounded with toasted cashews, and decorated with white and dark chocolate diamonds. This top-selling cake is as beautiful to present as it is to eat! PG



## 10098993 Zitoni Pasta Straws Italy 20/17.6 oz

## 10083216 Riscossa Zitoni Staws 24/17.6 oz

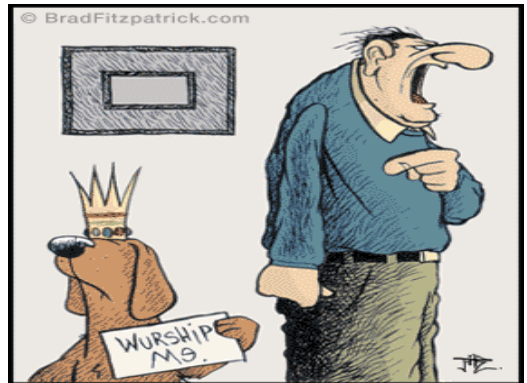
Disposable, biodegradable, and edible! Our Pasta Straws are eco-friendly and natural. A great alternative to the plastic straw. What a great presentation for your signature drink.



## Did you know.....?

- ❖ If you boil beetroot in water and then massage the water into your scalp each night, it works as an effective cure for dandruff.
- ❖ In the Philippines, it is considered good luck if a coconut is cleanly split open without jagged edges.
- ❖ It is estimated that in the Amazon Rainforest alone, there are between 20-40 million different species of animals, most of which are insects, as well as over 40,000 species of plant.
- ❖ The bumblebee bat is not only the world's smallest bat, but it is also the world's smallest mammal. These cute little creatures weigh only 2 grams. They are 29 to 33 mm in length, with a wingspan of approximately 177 mm.
- ❖ The first soup was made from hippopotamus and dates back to 6000 BC.
- ❖ In 1995, strange 7-foot circular patterns were discovered on the ocean's floor. Deemed the 'crop circles of the sea', these mysterious patterns went unanswered for until early 2011 when it was discovered that 5 inch long male puffer fish were the culprits. Scientists have discovered that the meticulous creation and upkeep of these patterns by the puffer fish serve as an attraction for the opposite sex as well as a nest for the female puffer fish's eggs.

For more information or samples, please contact your local Coast to Coast representative or call 561-635-3506. We look forward to speaking with you!



"Have you been feeding him catfood again?!"





# LOCALECOPIA

*Meet and Greet*

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Interested in locally grown food?  
Don't miss this biannual event that connects locals,  
chefs, farmers, buyers and food service managers.

Plus, enjoy free samples, tastings and live chef demos!




Wednesday, November 13, 2019

2 PM - 4 PM

Venetian Ballroom

Questions?

[info@localecopia.org](mailto:info@localecopia.org) | [localecopia.org](http://localecopia.org)



DUDE! I HAVE A TON OF  
ONLINE FOLLOWERS AND  
THEY ALL WANT TO HAVE  
ME OVER FOR DINNER!

***LAST CHANCE!!!!***

***Deadline for booking  
your Holiday turkeys is  
October 31!***

# SUMMER 2019 OPERATOR REBATE: \$4.00 PER CASE (UP TO \$400)

purchased June 1, 2019 through September 30, 2019, and postmarked by October 31, 2019



## Get Real!

- ✓ REAL DELICIOUS
- ✓ REAL CONVENIENT
- ✓ REAL PROFITABLE



Idahoan GTIN	DOT Code	Dist. Code	Description	Pack Size	Servings (1/2 Cup/Case)	Cases Purchased
<b>REAL Mashed Potatoes</b> Smooth/Creamy						
1 00 29700 00303 3	645169		Idahoan® SmartMash® Potatoes	8/26 oz Pouches	320	
1 00 29700 00305 7	697236		Idahoan® REAL Signature Mashed Potatoes (High Dairy)	8/31.5 oz Pouches	320	
1 00 29700 00311 8	548458	154078	Idahoan® REAL Mashed Potatoes	24/13 oz Pouches	480	
1 00 29700 00341 5	613916		Idahoan® Buttery Mashed Potatoes	8/32 oz Pouches	320	
1 00 29700 00350 7	672313		Idahoan® Truffle Mashed Potatoes	8/29.9 oz Pouches	320	
<b>Rustic Mashed Potatoes</b> Lumps and/or Peels						
1 00 29700 00366 8	683374	10091305	Idahoan® Homestyle Russets Mashed Potatoes	8/28 oz Pouches	328	
1 00 29700 00344 9	625498	10037193	Idahoan® Baby Reds® Mashed Potatoes	8/32.85 oz Pouches	320	
1 00 29700 00349 1	625497		Idahoan® Buttery Golden Selects® Mashed Potatoes	8/32.85 oz Pouches	320	
<b>Speed Scratch Mashed Potatoes</b> Double yield						
1 00 29700 20502 7	669172		Idahoan® Bistro Mashed Potato Mix	10/19.79 oz Pouches	396	
<b>Hash Browns</b>						
1 00 29700 00808 3	548477	154116	Idahoan® Fresh Cut Hash Browns	6/2.125 lb Cartons	432	
<b>Appetizers and Crustings</b>						
1 00 29700 00390 3	613918	10031738	Idahoan® Tater Tumblers® Appetizer Mix	4/32.9 oz Pouches	N/A	
1 00 29700 00379 8	628762		Idahoan® Golden Potato Crusting	5/36 oz Boxes	N/A	

**TOTAL CASES** 0  
**TOTAL REBATE** x \$4.00 = \$0.00

### TERMS OF REBATE:

- Incomplete or incorrect submissions will be returned to sender without payment.
- Offer limited to foodservice operators. National accounts and foodservice accounts on contracted pricing on these products are excluded from this offer. Bids, chains, multi-unit accounts, suppliers, and distributors are excluded.
- Qualifying products must be purchased from a foodservice distributor between June 1, 2019 through September 30, 2019. Claims must be postmarked by October 31, 2019. No late submissions will be accepted.
- Proof of purchase, including distributor invoices or distributor supplied velocity reports are required. Handwritten invoices will not be accepted. **Product name, description, sku, cases purchased, and date of purchase must be on all invoices and reports.** All invoices and reports must be clearly dated during the promotion period with operator name and address plainly visible.
- **Maximum of \$400 (100 cases).**
- Please allow 4-6 weeks for processing request.
- Not to be used in conjunction with any other Idahoan Foodservice brand coupon, offer, bid or contracted pricing. Void if restricted, taxed, or forbidden by law. Offer good only in the USA and Canada. Rebate will be paid in US dollars.

Operation Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Street Address (No PO Boxes): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Include me in future email offers from Idahoan.

Distributor Name: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

Broker Company: \_\_\_\_\_

### TYPE OF OPERATION: (check one)

- |  |  |
|--|--|
| <input type="checkbox"/> Bars & Taverns          | <input type="checkbox"/> Lodging                   |
| <input type="checkbox"/> Business & Industry     | <input type="checkbox"/> Midscale/Family Dining    |
| <input type="checkbox"/> Casinos/Gambling        | <input type="checkbox"/> Military                  |
| <input type="checkbox"/> Casual Dining           | <input type="checkbox"/> Recreation                |
| <input type="checkbox"/> Colleges & Universities | <input type="checkbox"/> Retirement Communities    |
| <input type="checkbox"/> Convenience Stores      | <input type="checkbox"/> Traditional Nursing Homes |
| <input type="checkbox"/> Fine Dining             | <input type="checkbox"/> Other: _____              |
| <input type="checkbox"/> Hospitals               |  |

Mail rebate coupon and proof of purchase to:  
**Idahoan Summer 2019**  
P.O. Box 1001  
Dexter, MN 55926

877.683.4443 • For recipe ideas go to: [idahoanfoodservice.com/recipes/](http://idahoanfoodservice.com/recipes/)

# HOLIDAY 2019 OPERATOR REBATE: \$4.00 PER CASE (UP TO \$400)

purchased October 1, 2019 through January 31, 2020, and postmarked by February 29, 2020



## Get Real!

- ✓ REAL DELICIOUS
- ✓ REAL CONVENIENT
- ✓ REAL PROFITABLE



Idahoan GTIN	DOT Code	Dist. Code	Description	Pack Size	Servings (1/2 Cup/Case)	Cases Purchased
<b>REAL Mashed Potatoes</b> Smooth/Creamy						
1 00 29700 00305 7	697236		Idahoan® REAL Signature Mashed Potatoes (High Dairy)	8/31.5 oz Pouches	320	
1 00 29700 00343 9	625500		Idahoan® Roasted Garlic Mashed Potatoes	8/32 oz Pouches	320	
1 00 29700 00341 5	613916		Idahoan® Buttery Mashed Potatoes	8/32 oz Pouches	320	
1 00 29700 00350 7	672313		Idahoan® Truffle Mashed Potatoes	8/29.9 oz Pouches	320	
<b>Rustic Mashed Potatoes</b> Lumps and/or Peels						
1 00 29700 00366 8	683374	10091305	Idahoan® Homestyle Russets Mashed Potatoes	8/28 oz Pouches	328	
1 00 29700 00344 9	625498	10037193	Idahoan® Baby Reds® Mashed Potatoes	8/32.85 oz Pouches	320	
1 00 29700 00349 1	625497		Idahoan® Buttery Golden Selects® Mashed Potatoes	8/32.85 oz Pouches	320	
<b>Casseroles</b>						
1 00 29700 00888 5	548481	154110	Idahoan® Au Gratin Potatoes	12/20.35 oz Pouches	252	
1 00 29700 00889 2	548483	154120	Idahoan® Scalloped Potatoes	12/20.35 oz Pouches	252	
<b>Appetizers</b>						
1 00 29700 00390 3	613918	10031736	Idahoan® Tater Tumblers® Appetizer Mix	4/32.9 oz Pouches	N/A	

**TOTAL CASES** 0  
x \$4.00  
**TOTAL REBATE** \$0.00

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- Qualifying products must be purchased from a foodservice distributor between October 1, 2019 through January 31, 2020. Claims must be postmarked by February 29, 2020. No late submissions will be accepted.
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- Maximum of \$400 (100 cases).
- Please allow 4-6 weeks for processing request.
- Not to be used in conjunction with any other Idahoan Foodservice brand coupon, offer, bid or contracted pricing. Void if restricted, taxed, or forbidden by law. Offer good only in the USA and Canada. Rebate will be paid in US dollars.

Mail rebate coupon and proof of purchase to:  
**Idahoan Holiday 2019**  
P.O. Box 1001  
Dexter, MN 55926

Operation Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Street Address (No PO Boxes): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_  
 Include me in future email offers from Idahoan.

Distributor Name: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

Broker Company: \_\_\_\_\_

- TYPE OF OPERATION:** (check one)
- Bars & Taverns
  - Business & Industry
  - Casinos/Gambling
  - Casual Dining
  - Colleges & Universities
  - Convenience Stores
  - Fine Dining
  - Hospitals
  - Lodging
  - Midscale/Family Dining
  - Military
  - Recreation
  - Retirement Communities
  - Traditional Nursing Homes
  - Other: \_\_\_\_\_

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# Seasons Greetings



*"See your table take shape this holiday season."*

## *Belgium Butter, Nut & Candy*

### *Holiday Butter*



*"Belgium Butter, Nut & Candy's sculpted butter is a great way to enhance your table setting this holiday season and will be a great conversation piece your guests will rave about!"*

Case Pack: 12 x 4 oz each

**CBI # 10072398 Butter Turkey**

***Order By November 8th***

**CBI # 10072397 Butter Christmas Tree**

***Order By December 2nd***

**FLORIDA WAREHOUSES**