



**Coast to Coast Food Brokers**  
**Quality Products Outstanding Service**



## 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 ROPGS**  
**154085 6/3.24# ROPGS**



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 - ½ cup servings per case.

### Scalloped Potatoes

**154120 12/20.35 oz RGS**  
**10015961 6/2.54# OP**



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 ROPGS

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 ROPS



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.

### 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

### 10091305 RUSTIC HOMESTYLE RUSSETS 8/28 oz S

It's almost as if you hand mashed them yourself! When it comes to authentic, field-fresh flavor, nothing compares to Idahoan® Rustic Homestyle Russets Mashed Potatoes! Made from Certified 100% Idaho Potatoes, with lumps and peels, lightly buttered and seasoned.

### 10107373 RUSTIC HOMESTYLE MASHED POTATOES 12/28 oz S

Perfectly imperfect. Idahoan® Homestyle Mashed Potatoes with potato pieces deliver that homemade flavor and texture your customers remember from childhood. Idahoan Homestyle Mashed Potatoes are processed from sound, well peeled and trimmed 100% Idaho® Potatoes in the USA.



**NOTHING COMES CLOSER TO HOMEMADE!**



### DEHYDRATED HASH BROWNS VS. FROZEN

#### YIELD

Frozen 96/3 oz portions per case

Dehydrated 432/half cup portions per case

#### AVERAGE COST

Frozen \$0.26 per portion

Dehydrated \$0.12 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?**



**Hash Browns**



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

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.

**R-Riviera Beach; O-Ocala; P-Punta Gorda; G-Goldsboro; S-Statesville**

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

## **10021133 Cider Doughnuts Mini Pumpkin Spice Donut 1/65 ct ROPG**

Our seasonal favorite, Mini Pumpkin Donuts, have arrived! Fully Cooked & Frozen. Best Served Warmed! 350 oven - 4 minutes to heat Roll in Coating Sugar. Case includes Cinnamon Dipping Sauce and Coating Sugar. Perfect for Catering Buffets, Brunch Action Stations, & Meetings. Let your guests "Mix & Match" using any of our 4 Flavor Varieties for a great MINI DESSERT! Also Available: Red Velvet, Original Cider Donut, Wild Blueberry, and Double Chocolate.

**WHILE SUPPLIES LAST – SEASONAL ONLY**

## **10114108 Holten Beef Ribeye Steak 40/4 oz G**

A classic customer favorite. Perfect for a dramatic plate presentation. One of the most tender steak cuts. Tenderized to allow you to offer a value steak at a lesser price than traditional steaks that is still juicy, tender, and customer pleasing. Marinated with a subtly seasoned solution to enhance consistency, flavor, and juiciness – delivering a great tasting steak every time, every application! Waste-free – temper and put on grill. Cook on a flat grill or char broiler. Versatile, multiple uses throughout the day – breakfast, lunch, and dinner. Cut with automatic portioning equipment for consistent sizing and exact portion cost – no catch weights.

## **10113451 Woodland Salt Sea Black Hawaiian 6/2.5# S**

Black Hawaiian Sea Salt offers a dramatic combination of color and crunch. Inspired by iconic formations of volcanic rock and famous black sand beaches, this coarse finishing salt adds appealing texture and visual intrigue. Because of its origin, sea salt contains less sodium and less iodine, but more trace elements than mined salt. These trace elements add subtle mineral flavors to all culinary applications. Black Hawaiian Sea Salt is also enriched with activated charcoal to achieve its unique black color, which also imparts a faint oxidized and earthy flavor. Black Hawaiian Sea Salt is often used as a finishing salt to give food a sense of dramatic flair at tableside presentation.

**R-Riviera Beach; O-Ocala; P-Punta Gorda; G-Goldsboro; S-Statesville**

### **Did you know.....?**

- ❖ The first computer virus ever created was called Creeper, back in 1971. Shortly after this virus was created, Reaper was created as the world's first anti-virus.
- ❖ The Triangle took nearly 100 years to become a popular orchestral instrument.
- ❖ The cardboard holder that you often get around a takeaway cup of coffee is called a "zarf".
- ❖ The most expensive domain name ever sold was cars.com for an astonishing \$872.3 million.
- ❖ A sunset on Mars is blue.
- ❖ Turkey vultures use defensive vomit to get rid of any disturbing animal. They can propel their vomit up to 10 feet.

**For more information or samples, please contact your local Coast to Coast representative.  
We look forward to speaking with you!**



**BOOK YOUR HOLIDAY TURKEYS!  
DEADLINE FRIDAY 10-30-20**



 Seasons  
Greetings



Food Brokers  
**COAST TO COAST**

*"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 3rd***

**CBI # 10072397 Butter Christmas Tree**

***Order By December 1st***

**FLORIDA WAREHOUSES**

# 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 October 27th***

**CBI # 10072397 Butter Christmas Tree**

***Order By November 24th***

**NORTH CAROLINA WAREHOUSES**