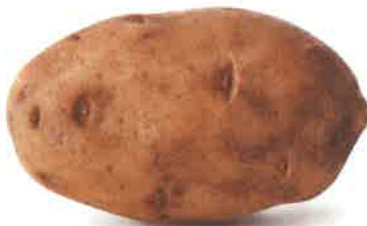


Simply Potatoes®: Simply more profitable than scratch.



We know time and labor are two of your biggest challenges. That's why using *Simply Potatoes* makes so much sense.

Simply Potatoes fresh-tasting, refrigerated potatoes are **100% real potatoes**, so they have true scratch taste, but require less time and labor to prepare. They arrive prepared, refrigerated, and ready to cook for your convenience. And less prep and labor, combined with **better yield, safety, and consistency** means they're more profitable for you!

Available in mashed, hash browns, diced, sliced, wedges and whole peeled. Varieties include russets, reds, yellows, and sweets.



MICHAEL
FOODS®
EVERYTHING YOU NEED.™

Simply Potatoes

Compare for yourself. You'll see that Simply Potatoes® are simply better than scratch.

Simply Potatoes®



VS.

Scratch Potatoes



SCRATCH TASTE

Taste just like scratch potatoes because they're made from fresh potatoes, then refrigerated; never frozen. Our **IntegraChill™** Freshness Assurance process protects the natural flavor, moisture content and integrity of all our cut potatoes.



Scratch potatoes are the standard for taste, but can vary in consistency throughout the crop year.

CONVENIENCE & SAVINGS

Immediate usability. Simply Potatoes are already prepared and ready to cook in your culinary applications. So you eliminate waste, and kitchen employees can use the added time to perform other tasks. **Easy!**

Time and labor. Scratch potatoes require time and labor to clean, peel, cut and mash.

- It takes about **2.5 hours longer*** to prepare 50 lbs. of **mashed** potatoes from scratch
- It takes up to **4 hours longer†** to prepare 50 lbs. of **cut** potatoes from scratch

Yield loss. Scratch potatoes lose yield to peels, bruises, and hurried employees. Plus, the hidden cost of waste removal.

- **20% yield loss*** when preparing **mashed** potatoes from scratch
- **16% yield loss†** when preparing **cut** potatoes from scratch

CONSISTENCY

Product consistency from shipment to shipment, thanks to our long-standing potato farming partnerships, contracted crop supplies and **state-of-the-art** warehouse and production facilities. Count on reliable, high-quality products year 'round.

Scratch potatoes can **vary** from shipment to shipment throughout the year.

In addition, kitchen preparation means your potatoes can vary in size and taste.

DEPENDABILITY

You can always **count on** Simply Potatoes' dependable supply, regardless of market conditions.

Availability and/or price may change with the **fluctuating market.**

VARIETY

A wide variety, which are always on-hand and ready to use. Varieties include mashed, hashed, diced, sliced, wedges and whole peeled.

Must start from scratch for every menu item.

SAFETY

Reduces the risk of cross-contamination from pathogens entering the kitchen on potato skins.

Prevents the risk of injury from sharp knives.

Our processing facilities follow HACCP procedures and have the **highest level** of safe quality food certification (SQF level 3).

Can carry pathogens on the skins that can be spread throughout the kitchen.

Kitchen staff can injure themselves while peeling and cutting potatoes.

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

† MFI Internal Time Yield Audit: boiling, peeling and cutting (dicing) 50 lbs. of raw potatoes.

Michael Foods, Inc. is committed to bringing you total value. Our category leading brands and extensive distribution network deliver the consistent performance you expect, along with real-world efficiencies in the kitchen, unsurpassed food safety, versatility and profitability. It is our goal to help you succeed with great products, innovative solutions and dedicated people.

**For ordering, information, or customer service assistance,
call 1-800-328-5474 or visit www.michaelfoods.com.**

What makes Simply Potatoes® better than frozen? Here are the cold hard facts.



Simply Potatoes®



VS.

Frozen Potatoes



SCRATCH QUALITY

Taste just like scratch potatoes because they're made from fresh potatoes, then refrigerated; never frozen. Our **IntegraChill™** Freshness Assurance process protects the natural, fresh flavor, moisture and integrity of all our cut potatoes.



Taste them side-by-side and you'll see for yourself that *Simply Potatoes* are superior to frozen. Freezing potatoes causes water to release from the starch structure of the potato, compromising the natural texture and leading to weeping.

CONVENIENCE

Prepared and ready to cook in your culinary application. **Easy!**
Does not take up **valuable** freezer space.

May need to be slacked out before use. Some even need to be slacked out overnight.
Must be stored in the freezer.

CONSISTENCY & DEPENDABILITY

You can count on high quality, consistent products each and every time, thanks to our long-standing potato farming partnerships, contracted crop supplies and **state-of-the-art** warehouse and production facilities.

Fragile, which may lead to breakage in the distribution process.
Must be handled with care.

CONSUMER PREFERENCE

Fresh-tasting items are on-trend. Research shows that consumers prefer refrigerated mashed potatoes almost **3 to 1** over frozen mashed potatoes.*



Frozen potatoes may not meet your guests' expectations for fresh-tasting items. In fact, **90%** said "freshness of food" influences their restaurant choice.†



* Data Sensient, April 2010 Consumer Omnibus
† Mintel's Attitudes Toward Healthy Foods Report, June 2012

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Simply Potatoes:[®] Simply better than frozen.



We understand the problem you face: your customers expect **fresh, high quality, flavorful dishes.** Yet those kinds of items can take a long time to prepare, and time is something you don't have.

What if there was a more convenient option?

Simply Potatoes fresh-tasting, refrigerated potatoes bring everything you need: the **quality** and **great taste** your customers expect, plus the **convenience** of a refrigerated product. *Simply Potatoes* deliver true scratch taste because they're **100% real potatoes.** . . . already prepared, refrigerated, and ready to cook. They're never frozen, so they provide your customers with fresh-tasting quality.

Available in mashed, hash browns, diced, sliced, wedges and whole peeled.
Varieties include russets, reds, yellows, and sweets.

MICHAEL
FOODS™ EVERYTHING YOU NEED.™

Simply Potatoes