

Signature Mashed Potatoes

Great mashed potato taste and texture with only 60 seconds of labor!



✓ **REAL INGREDIENTS**

Made with *Certified 100% Idaho*® Potatoes, real butter and real cream, our Signature mashed potatoes consistently come out on top when sensory tested against leading refrigerated and frozen mashed potatoes.

✓ **REAL FAST**

Hand-mashed texture and flavor in just 60 seconds; compare to around 25 minutes for refrigerated and frozen mashed and over an hour of preparation time for scratch mashed.

✓ **REAL SAVINGS**

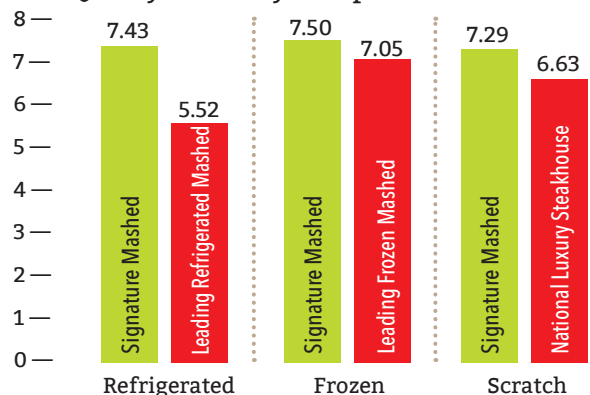
Save more than pennies per serving with our Signature mashed potatoes, save nickels and dimes compared to other mashed potato options.

Preparation-Cost Comparison

	Prep Time	Cost per 1/2 cup serving
Idahoan® Signature Mashed*	1m	25¢
Refrigerated Mashed*	22m	37¢
Frozen Mashed*	28m	54¢
Scratch Mashed	83m	67¢

*Assumes distributor markup

Quality - Sensory Comparison[^]



[^]Brigham Young University Sensory Labs - 03/2019

Description	GTIN	Pack Size	Net Wt. (lbs.)	Ship Wt. (lbs.)	Case Cube	Tie /High	Finished (lbs./Case)	Servings (1/2 Cup/Case)
Idahoan® Signature Mashed Potatoes	1 00 29700 00305 7	8 /31.5 oz Pouches	15.73	17.06	.78	11 x 5	79	320

Allergens: Milk. Gluten free. No MSG. No BHA/BHT. U-D

Get Real!

- ✓ REAL INGREDIENTS
- ✓ REAL FAST
- ✓ REAL SAVINGS

