

THE TASTE TEST:

Look, taste and compare for yourself. We think you'll agree Idahoan® compares favorably with scratch-made and is superior to all other dehydrated brands. Call 800-572-7783 to request a product cutting, receive a sample or learn about our risk-free trial program.



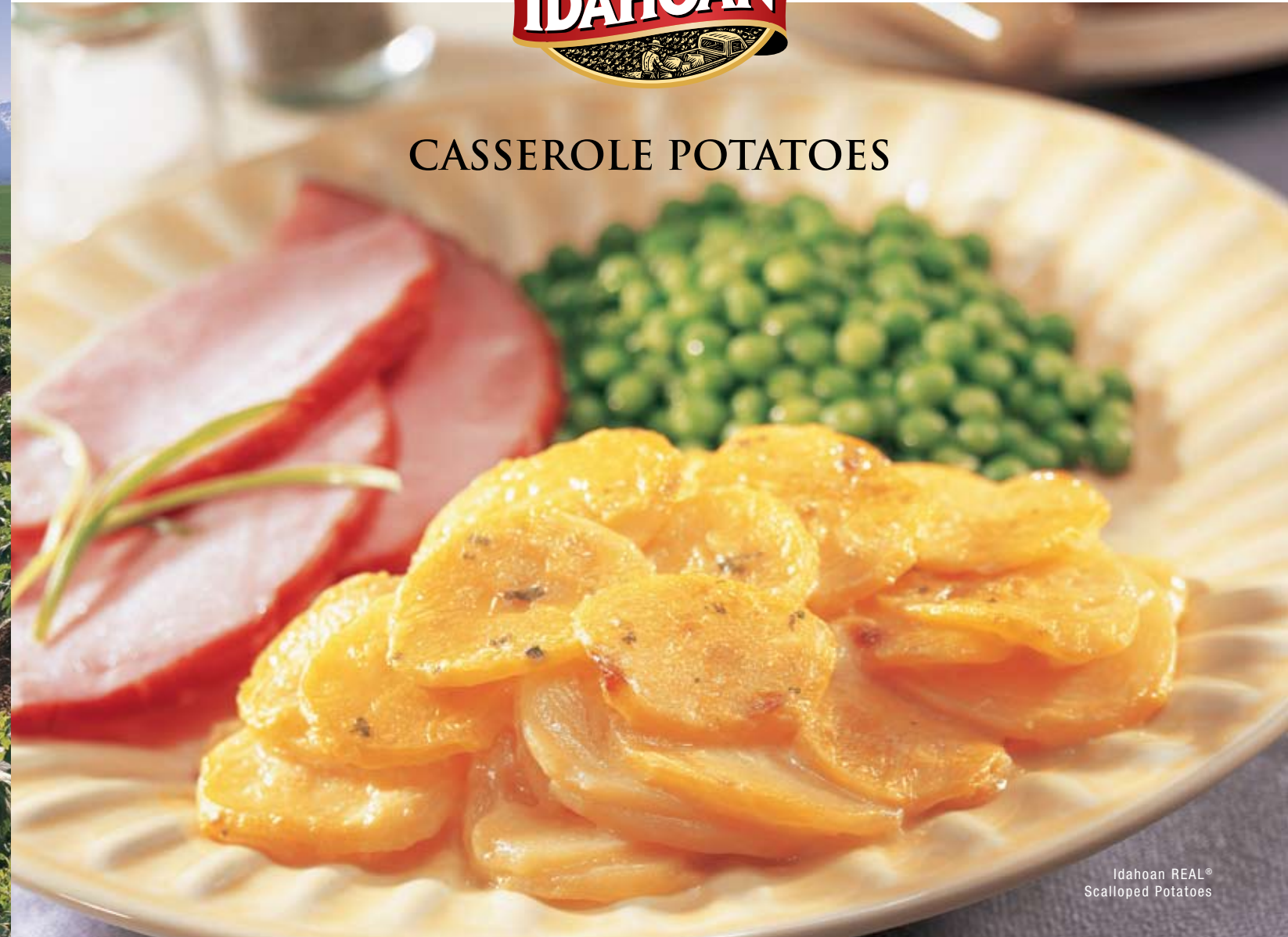
CASSEROLE POTATOES

IDA-113 (9/07)

THE IDAHOAN® ADVANTAGE



CASSEROLE POTATOES



Idahoan REAL®
Scalloped Potatoes

Q: Why do Idahoan REAL® Casserole Potatoes challenge scratch-made casserole dishes and easily outperform other dehydrated potato brands?

A: We take the potatoes out of Idaho—not the Idaho out of the potatoes.

100% Idaho[®] Potatoes—There's No Substitution

Taste Why They're World Famous

There's no better way to begin a hearty casserole than with world-famous Idaho Potatoes, and we've done it for you. Just one bite proves the taste and quality are unparalleled. Idahoan uses only 100% grown-in-Idaho potatoes, so it's no wonder that Idahoan Premium Casseroles have the edge over any other brand.

Just Right the First Time

With Idahoan Casseroles you get the casserole you expect the first time and every time. Idahoan combines premium Russet potatoes with the right balance of sauces and spices—you don't even add butter. Innovative cooking techniques lock in the homemade appearance, texture and real potato taste. Quality ingredients make creamy gourmet sauces with zero grams trans fat. While other brands get by with inferior, often high processed potatoes and cheap sauce mixes, Idahoan leaves nothing to chance.

OUR PREP...



POTATO SLICES & SAUCE MIX

WATER

With Idahoan everything is included. No extra ingredients or butter to add. A better-tasting, more consistent product means satisfied customers and more money to your bottom line.

THEIR PREP...



POTATO CARTON

WATER

SAUCE PACKET

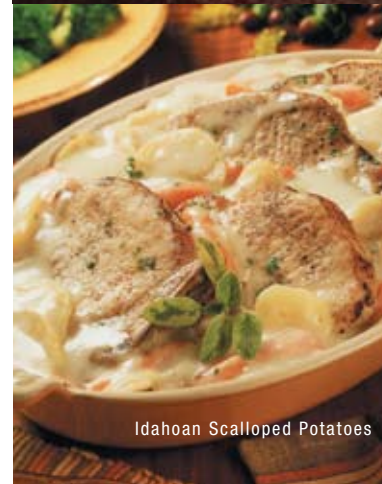
BUTTER*

With BAF Classic Casserole[®], Au Gratin and Scalloped potato products, you need to mix four separate ingredients in sequence. The time and cost savings? You be the judge.

* Add the cost of 1.5 pounds of butter to your case price.



Idahoan REAL[®] Scalloped Potatoes



Idahoan Scalloped Potatoes



Idahoan Macaroni & Cheese



Idahoan Au Gratin Potatoes

Feel Free To Make Your Own Signature Casserole

Idahoan REAL[®] Casseroles are rich, cheesy and flavorful—and all you have to do is add water. Because Idahoan has such consistent quality, you can add your own recipe and serve your signature dish that customers will come to anticipate.