

BASIC AMERICAN FOODS™

THE BEST TRAVELING SIDE DISH



With nearly 40% of consumers reporting they will use online ordering/delivery more often and many more choosing to dine-in less frequently, one thing is sure, **take-out is here to stay¹**. Finding craveable menu items that travel well is more important than ever. **Basic American Foods Mashed Potatoes perfectly pair with most proteins and hold up best, delivering craveable dine-in quality, to-go.**



SUPERIOR TAKE-OUT PERFORMANCE VS OTHER SIDES²

(fries/ fried foods, vegetables, rice)

- ✓ Holds heat well
- ✓ Maintains optimal texture in most to-go containers
- ✓ Easy re-heat with no impact to quality

BEST POTATO SOLUTION

BAF Advantage vs Scratch/ Refrigerated

- **Holds 4X longer:** up to 4 hours
- **Easiest Prep:** ready in 5 min, no skilled labor required
- **Shelf-stable storage:** long shelf life
- **High Yield:** more servings per case
- **Best Value:** less than \$.20/ serving

IMPROVE QUALITY AND BOOST PROFITS WITH POTATO PEARLS®

EXCEL® Original Butter Mashed

SKU 76468, 12/ 28oz pch

504, 4-oz servings/ case

Nature's Own Mashed

SKU 10169, 10/ 29.3oz pch

400, 4-oz servings/ case

¹ Datassential, Report 27, June 2020

² BAF internal study