

# IDAHO® POTATO MENU IDEATION



Idaho Potato Commission provides additional culinary expertise at no cost to you.



Professional chefs who can help with creative recipes.

Innovative ideas to reduce preparation time.

Ideations are easily scheduled through Idaho Potato Commission representatives.



Help with menu concepts that use Idaho® potatoes in multiple dishes to reduce costs.

Create foodservice appropriate recipes for dine-in and takeout.

Tools to help calculate costs for recipes.



Optimize menu items for fewer SKUs.

Assistance with sourcing Idaho® potatoes.

Idaho® potato branding to enhance customer perception.

