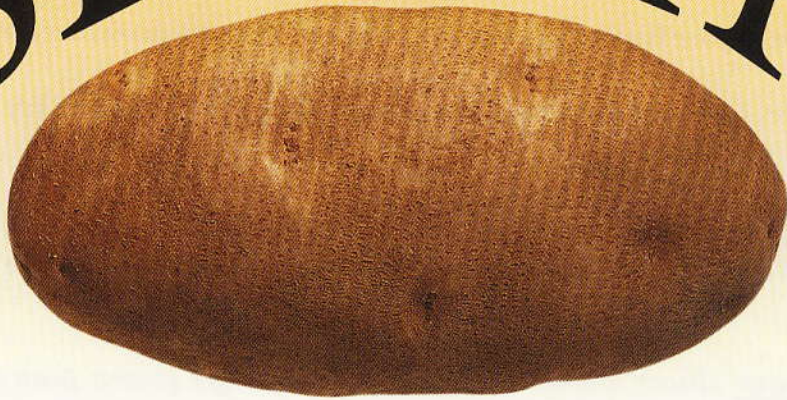


GET WHAT YOU WANT.
STATE IT.



Famous



Potatoes



VERSION A

Say Idaho® Potatoes.

Be sure you get the potatoes you want — the ones that average 21% solids for consistently better value year after year.

The percentages are in your favor when you specify Idaho® Potatoes no matter how you serve them.

Idaho® French Fries have less shrinkage so you not only get a full French Fry shape, you also get more servings per pound.

Idaho® Baked Potatoes give you fluffier texture, full, firm appearance and delicious real potato taste unique to Idaho® Potatoes. Customers recognize a better value and reward you with repeat orders.

Idaho® Hash Browns absorb less oil and shrink less so you get greater plate coverage and a crispier potato.

Dehydrated Idaho® Potatoes have a better taste and texture due to Idaho's commitment, as leaders in the potato industry, to improving dehydrated products.

Profit Potential

When you specify fresh Idaho® Potatoes, their average 21% solids content ensures you get consistent quality and value no matter what count size cartons you order. This allows you to predict food costs and profits with greater accuracy. Use this handy Idaho® Potato Cost Per Serving chart. You can determine your cost for an individual baked potato and price accordingly. A 90 count carton priced at \$19.50, for instance, means your net cost per potato is only 21.7¢ — less than a quarter.

Cost per Serving																				
Count/50-pound Carton										Count/50-pound Carton										
Cost/Carton	120	110	100	90	80	70	60	50	40	Cost/Carton	120	110	100	90	80	70	60	50	40	
\$5.00	.042	.045	.050	.056	.063	.071	.083	.100	.125	\$15.50	.129	.141	.155	.172	.194	.221	.258	.310	.388	
5.50	.046	.050	.055	.061	.069	.079	.092	.110	.138	16.00	.133	.145	.160	.178	.200	.229	.267	.320	.400	
6.00	.050	.054	.060	.067	.075	.086	.100	.120	.150	16.50	.138	.150	.165	.183	.206	.236	.275	.330	.413	
6.50	.054	.059	.065	.072	.081	.093	.108	.130	.163	17.00	.142	.155	.170	.189	.212	.243	.283	.340	.430	
7.00	.058	.064	.070	.078	.087	.100	.117	.140	.180	17.50	.146	.159	.175	.194	.219	.250	.292	.350	.438	
7.50	.062	.068	.075	.083	.094	.107	.125	.150	.188	18.00	.150	.164	.180	.200	.225	.257	.300	.360	.450	
8.00	.067	.073	.080	.089	.100	.114	.133	.160	.200	18.50	.154	.168	.185	.206	.231	.264	.308	.370	.463	
8.50	.071	.077	.085	.094	.106	.121	.142	.170	.213	19.00	.158	.173	.190	.211	.238	.271	.317	.380	.480	
9.00	.075	.082	.090	.100	.112	.129	.150	.180	.230	19.50	.162	.177	.195	.217	.244	.279	.325	.390	.488	
9.50	.079	.086	.095	.106	.119	.136	.158	.190	.238	20.00	.166	.182	.200	.222	.250	.286	.333	.400	.500	
10.00	.083	.091	.100	.111	.125	.143	.167	.200	.250	20.50	.171	.186	.205	.228	.256	.293	.342	.410	.513	
10.50	.088	.095	.105	.117	.131	.150	.175	.210	.263	21.00	.175	.191	.210	.233	.262	.300	.350	.420	.530	
11.00	.092	.100	.110	.122	.138	.157	.183	.220	.280	21.50	.179	.195	.215	.239	.269	.307	.358	.430	.538	
11.50	.096	.105	.115	.128	.144	.164	.192	.230	.288	22.00	.183	.200	.220	.244	.275	.314	.367	.440	.550	
12.00	.100	.109	.120	.133	.150	.171	.200	.240	.300	22.50	.188	.205	.225	.250	.281	.321	.375	.450	.563	
12.50	.104	.114	.125	.139	.156	.179	.208	.250	.313	23.00	.192	.209	.230	.256	.288	.328	.383	.460	.580	
13.00	.108	.118	.130	.144	.162	.186	.217	.260	.330	23.50	.196	.214	.235	.261	.294	.336	.392	.470	.588	
13.50	.112	.123	.135	.150	.169	.193	.225	.270	.338	24.00	.200	.218	.240	.267	.300	.343	.400	.480	.600	
14.00	.117	.127	.140	.156	.175	.200	.233	.280	.350	24.50	.204	.223	.245	.272	.306	.350	.408	.490	.613	
14.50	.121	.132	.145	.161	.181	.207	.242	.290	.363	25.00	.208	.227	.250	.278	.312	.357	.417	.500	.630	
15.00	.125	.136	.150	.167	.188	.214	.250	.300	.380											