

WHY IDAHO® POTATOES ARE ON TREND



2020 was a challenging year for many foodservice operators. Innovation, unique business trends and catering to consumers in ways we never imagined, became the day-to-day out of necessity. Idaho® potatoes have been at the forefront of these trends and will continue to meet new demands as they arise.

TRENDS

1 VERSATILITY

The versatile potato, allows for multiple uses, beyond the normal menu items.



2 PORTABILITY

Portability for food became one of the primary considerations for operators and consumers.



3 MEAL BUNDLING

Potatoes are a big part of creating meal bundles that would satisfy the whole family.



4 COMFORTING

90% of consumers consider potatoes a comfort food that they prefer to eat during stressful times.



5 DIET FLEXIBILITY

Potatoes can also accommodate more flexible diets for consumers, such as plant-based, gluten-free, or vegetarian options.

