

BASIC AMERICAN FOODS
beyond scratch



TO: Our Valued Customers

FROM: Basic American Foods

As the leader in supplying the foodservice industry with a variety of high-quality dry potato products, we at Basic American Foods take our responsibility to our customers seriously—just as you do.

That's why every one of our convenient potato products is made from fresh whole potatoes grown in nutrient-rich soil with pure water and plenty of sunshine. Within hours of harvesting, the potatoes are placed in climate controlled storage to protect their quality and integrity. Then they are dried and packaged safely so you can rest assured you're serving your customers the very best.

But Basic American Foods is more than merely a supplier of meaningful menu solutions featuring Americans' favorite vegetable. For more than 70 years, we've been honored to be invited into the professional kitchens of all types of operations across the United States as a committed, active partner in helping our customers achieve success in their businesses.

We keep our thumb on the pulse of consumer trends, to help you excel with the latest flavor and service trends. We research and develop proven profit-building tools—and offer them at no cost. We continuously expand our library of on-trend, kitchen-tested recipe applications that capitalize on value-added wholesomeness to satisfy a range of real-life needs in back of the house so you can meet the real-life demands in your front of house.

And we do all this so you can serve your customers with confidence that the potatoes on your menu contribute to building and promoting your hard-earned reputation as an operator who delivers on promised quality.

Particularly in these tough economic times, when most foodservice operations across our great nation—from schools and healthcare facilities to quick-service multiunits and independently owned restaurants—have had to deal with uncommon business challenges, Basic American Foods is with you every step of the way. Through our family of such longstanding products as Nature's Own® Potato Pearls® Premium Mashed Potatoes and Golden Grill Russet™ Premium Hashbrown Potatoes, that's our commitment to you—not just today and for the last 70 years, but every day. And for many years to come.

For any reason, contact our dedicated customer-service team toll free at (800) 722-2084 or by e-mail through our website at http://www.baf.com/ask_us. We'll be here to help.