



MENU ECONOMICS™

BASIC AMERICAN FOODS

REDUCE COSTS. KEEP CUSTOMERS SATISFIED. AND COMING BACK FOR MORE.

At Basic American Foods, we understand the economic challenges you face. Food, labor and transportation costs are up. Customers are cautious about spending. Raise prices or sacrifice quality and you risk losing customers. What's the solution?

WE CALL IT MENU ECONOMICS.™ YOU'LL CALL IT SMART.

CUT COSTS NOT QUALITY

- Use Basic American Foods' dry hashbrowns instead of frozen and cut costs by approximately 20%.
- Substitute our delicious potato sides for pricey pastas and rice dishes and boost profitability.

ELEVATE VALUE PERCEPTION NOT EXPENSES

- Potatoes rank as America's most popular vegetables, and they're less expensive than center-of-the-plate proteins. Customers perceive a higher plate value when you serve a larger quantity of potatoes.
- Reduce expensive protein portions as you increase the plate portion of potatoes.
- Replace 1 oz. of protein with 2 additional ounces of mashed potatoes and earn savings of 15 cents or more.

REDUCE OPERATIONAL COSTS, MAXIMIZE EFFICIENCY

Our dry potato products reduce prep labor, waste and cold storage, lower freight and transportation costs:

- Save on labor in any operation where you're peeling potatoes
- Reduce waste with quick-prep and holding times of dry products
- Save space and money with dry storage, a less expensive alternative to refrigerated
- Decrease freight and transportation costs with dry over more expensive refrigerated product

CHECK OUT OUR COST CALCULATORS FOR EVEN MORE SAVINGS

CALL 1-800-722-2084 FOR A FREE SAMPLE AND VISIT AT
BAF.COM/MENUECONOMICS TO LEARN MORE.





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NUTRITION BENEFITS

LESS PROTEIN, MORE POTATOES PER SERVING = REDUCED FAT & CALORIES

The rule-of-thumb for a serving portion of protein is 3-4 ounces, yet many restaurants serve a portion that exceeds 8 ounces. If you reduce the protein portion by 2 ounces and increase the potato portion* by 2 ounces, here are the benefits:

Reduce center-of-the-plate protein by 2 oz. and increase Potato Pearls EXCEL® by 2 oz. for these cost-savings and nutritional benefits					
	Ground Beef	Fried Chicken Breast	Sirloin Steak	Salmon	Potato Pearls EXCEL®
Calories	164	150	129	103	38
Fat (grams)	12	7.6	7.3	4.7	.5

*using Potato Pearls EXCEL®

COMPARE THE NUTRITIONAL VALUE OF OUR MASHED & HASHBROWN POTATOES

VS. Center-of-the-Plate Proteins, Our Products Are:

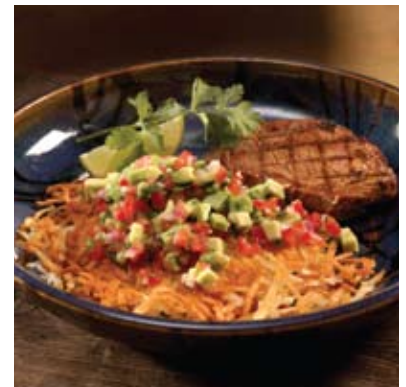
- Lower in calories, fat and cholesterol
- Higher in fiber and vitamin C
- Comparable as a source of potassium

VS. Other Starches, Our Products Offer:

- Fewer calories and carbohydrates than pasta and rice
- More potassium than other starches

VS. Fresh Potatoes, Our Products Are:

- Higher in protein, fiber and calcium compared to fresh potatoes*
- Comparable when it comes to most nutrients



*denotes mashed potatoes, no skins