

2019

IDAHO® POTATO
CHEFS CALENDAR



GENUINE **IDAHO**™
THE WORLD'S FINEST POTATOES™



JANUARY

LOADED BAKED IDAHO® POTATO

with mushroom butter, truffle honey, Comté, Benton's bacon, scallions



MAIN EVENT POTATO

Growing up, we ate at a lot of restaurants. My mom and I would cook out of a cookbook twice a week over the summer. The cookbooks kept getting more challenging. I fell in love with cooking and ended up attending the Culinary Institute of America in New York.

After I worked as a chef in San Francisco and Healdsburg, Calif., for a few years, my wife and I moved to Turin, Italy, for six months. There was a restaurant there with a rotating menu of composed baked potatoes that were delicious. They were fluffed with olive oil and crème fraîche. The potatoes were the main event.

At True Laurel, I knew I wanted to put a baked potato on the menu. We serve a modern take on umami bar food with a focus on seasonal, high quality ingredients. It's late-night food made with care and attention to detail. The Idaho® Yukon Golds hold a lot of fat and don't get gummy after an hour. They're fluffy and absorbent and break up nicely into smaller pieces. The skin gets crispy when you fry it. I wanted the baked potato to be ready to eat, with butter in every bite and seasoned all the way through. Esquire called it an "umami potato bomb." I love being able to connect people with food, tell a story and share my experiences.

Geoff Davis worked at top restaurants and bars in San Francisco, Healdsburg and Oakland, Calif., before joining True Laurel, the cocktail spin-off of David Bazelay's Lazy Bear. True Laurel has been lauded by both the San Francisco Chronicle and Esquire.

GEOFF DAVIS

Chef de Cuisine,
True Laurel, San Francisco

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 NEW YEAR'S DAY	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21 MARTIN LUTHER KING JR. DAY	22	23	24	25	26
27	28	29	30	31		

JANUARY 13-14 :: Columbus, Ohio
Mid-America Restaurant Expo
www.midamericarestaurantexpo.com

JANUARY 13-15 :: San Francisco
Winter Fancy Food Show
www.specialtyfood.com

JANUARY 29-31 :: Myrtle Beach, S.C.
Hotel, Motel & Restaurant Supply Show of the Southeast
www.hmrsss.com

"Idaho® Yukon Golds are fluffy and absorbent. The skin gets crispy but not rock hard when you fry it."
-GEOFF DAVIS

FEBRUARY

COUNTRY FRIED POTATOES with onions and green peppers



SIMPLY DELICIOUS POTATOES

I grew up eating a lot of fish and seafood in Eastern North Carolina before I became a cook in the military. When I left, I worked and attended the Culinary Institute of America in New York. As a professional chef I've worked in New York, San Francisco, Chicago and Washington D.C., as well as Paris, Alsace and Singapore. In 2008, I moved back home to North Carolina with the goal of opening my own place.

I didn't want to do fine dining. I needed a model that would feed the masses. The menu would be minimal. We take something of quality, cook it simply and make it uncomplicated. My wife asked, "Where can I get a good, delicious fish sandwich?" I didn't

have an answer. That drove it home that I should do something with fish. The Saltbox Seafood Joint came to life. We source sustainable North Carolina seafood.

The inspiration for Country Fried Potatoes with Onions and Green Peppers comes from my mother's fried potatoes. If a dish is going to be simple, you need to highlight the flavor profile. The goal is not to have potato chips but thicker potato slices that are both soft and crispy. Everyone knows that Idaho® Russet Potatoes are good for frying. I can get a large amount of potatoes for a good value. Ours is a small place where I can be my own boss. This is the pinnacle.

Ricky Moore worked as a professional chef for 20 years before opening Saltbox Seafood Joint in 2012. A second location opened in 2017. He believes that ordinary, simple food can be extraordinary when executed at the highest level.

RICKY MOORE
Chef/Owner, Saltbox Seafood Joint,
Durham, N.C.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 NATIONAL POTATO LOVER'S MONTH	2 GROUNDHOG DAY NATIONAL TATER TOT DAY
3	4	5 CHINESE NEW YEAR	6	7	8	9
10	11	12 LINCOLN'S BIRTHDAY	13	14 VALENTINE'S DAY	15	16
17	18 PRESIDENTS' DAY WASHINGTON'S BIRTHDAY	19	20	21	22	23
24	25	26	27	28		

FEBRUARY 7-9 :: Orlando, Fla.
The NAFEM Show 2019
www.nafem.org

FEBRUARY 18-20 :: New Orleans
Chain Operators EXchange (COEX)
www.ifmaworld.com

FEBRUARY 24-26 :: Atlantic City, N.J.
American Culinary Federation (ACF) ChefConnect: Atlantic City
www.acfchefs.org

FEBRUARY 24-27 :: New Orleans
Catersource Conference and Trade Show
www.catersource.com

FEBRUARY 24-27 :: Las Vegas
International Franchise Association (IFA) Convention
www.franchise.org

"From a business standpoint, I can get a large amount of Idaho® Potatoes for a good value."

-RICKY MOORE

MARCH

PATATAS BRAVAS



PERFECT PATATAS BRAVAS

If you can find a job where you love the tedious tasks, then you have found what you are meant to be doing. Early in my career, staging at El Bulli was intimidating. It was all about perfection. I found that I thrive under pressure and like it. There wasn't a task that was too boring or tedious. I love creating systems and procedures that make things more efficient or improve quality. I think it's because of my engineering background. You have to have structures and systems so the dishes come out great every single time.

It was always my mother's dream to run a restaurant. She asked me and my husband Felix to help open the restaurant in

Asheville. My parents said, "Why don't we go into this together?" Having support from family was instrumental to our success.

Cúrate celebrates traditional Spanish tapas. We focus on what the product is, where it comes from, and then we prepare it pretty simply. It ends up impressive just by the quality and the care that is taken in procuring and preparing it. In Patatas Bravas, the potato is the star. We use Idaho® Russet Potatoes, which fry up really well. You want the crispy exterior and creamy interior. We go through a lengthy process. Triple cooking makes the best fried potatoes.

Katie Button was a James Beard finalist for Best Chef, Southeast in 2018, a semifinalist for the same award in 2015 and a Rising Star Chef of the Year semifinalist in 2014. Before pursuing a career as a chef, she earned a master's degree in biomolecular engineering.

KATIE BUTTON

Executive Chef/Owner; Cúrate, Nightbell, Button & Co. Bagels, Asheville, N.C.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5 MARDI GRAS	6 ASH WEDNESDAY BEGINNING OF LENT	7	8	9
10 DAYLIGHT SAVINGS TIME BEGINS	11	12	13	14	15	16
17 ST. PATRICK'S DAY	18	19	20 PURIM BEGINS AT SUNDOWN FIRST DAY OF SPRING	21	22	23
24/31	25	26	27	28	29	30

- MARCH 3-5** :: Boston
New England Food Show
<http://nefs.restaurant.org>
- MARCH 3-5** :: New York
International Restaurant & Foodservice Show of New York
www.internationalrestaurantny.com
- MARCH 4-7** :: Las Vegas
International Pizza Expo
www.pizzaexpo.com
- MARCH 5-9** :: Anaheim, Calif.
Natural Products Expo West
www.expowest.com
- MARCH 9-13** :: Dallas
Women's Foodservice Forum Annual Leadership Development Conference
www.womensfoodserviceforum.com
- MARCH 11-13** :: Milwaukee
Midwest Foodservice Expo
www.wirestaurant.org/expo
- MARCH 13-15** :: Louisville, Ky.
Research Chefs Association Annual Conference & Culinology Expo
www.culinology.org
- MARCH 24-27** :: Las Vegas
Multi-Unit Franchising Conference
www.multiunitfranchisingconference.com
- MARCH 31-APRIL 2** :: Minneapolis
ACF ChefConnect: Minneapolis
www.acfchefs.org

APRIL

SCALLOPED IDAHO® POTATOES with crispy cornflake topping



GRANDMA-APPROVED POTATOES

I learned to feed myself at an early age. I worked in restaurants and became a serious student while at culinary school in Austin, Texas. Chef Jesse Griffiths taught me the importance of sourcing. I'm creative, like to have fun, and don't take myself too seriously. At Fine & Dandy we serve snacks, lunch specials, burgers and cocktails. Like me, the restaurant is fun and not too serious. It's styled in what we call Grandma Chic.

The Scalloped Potatoes are a mashup of two casserole dishes my mom used to make, one being Connecticut Beef that she topped with cornflakes. When I first served this dish people were skeptical, but once they tried it, they liked it. The flakes

aren't sweet. Bite into it and you get a taste of soft, creamy potatoes, cheese and a great crunch on the top.

Quality sourcing of ingredients allows me to do more with less. I pay attention to ingredients and bring out the best in them. I like the flavor and color of Idaho® Yukon Golds for Scalloped Potatoes. Idaho is the go-to potato. You can't get a better taste unless you go digging yourself. My grandfather was an 18-wheeler truck driver, and I still remember the day he brought home a carton of Idaho Potatoes. They tasted so good. We all loved them.



Jesse Houston was a 2015 James Beard Foundation semifinalist for Best Chef, South. He serves simple, elevated classic dishes on antique bone china, giving a nostalgic nod to a grandma's house party.

JESSE HOUSTON
Executive Chef, Fine & Dandy,
Jackson, Miss.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 APRIL FOOL'S DAY	2	3	4	5	6
7	8	9	10	11	12	13
14 PALM SUNDAY	15	16	17	18	19 PASSOVER BEGINS AT SUNDOWN GOOD FRIDAY	20
21 EASTER	22 EARTH DAY	23	24 ADMINISTRATIVE PROFESSIONALS' DAY	25	26 ARBOR DAY	27 LAST DAY OF PASSOVER ENDS AT SUNDOWN
28 ORTHODOX EASTER	29	30				

APRIL 3-6 :: Phoenix
**Foodservice Equipment
Distributors Association
(FEDA) Annual Conference**
www.feda.com

APRIL 7-10 :: Phoenix
**Restaurant Leadership
Conference**
www.restaurantleadership.com

APRIL 27-29 :: Minneapolis
**Women Chefs & Restaurateurs
Conference**
womenchefs.org

“Idaho is the go-to potato. You can't get better results unless you go digging yourself.”
-JESSE HOUSTON

MAY

PESTO POTATO SALAD



PESTO TAKES ON POTATOES

I knew I wanted to be a chef at a young age. I enrolled in culinary school right after high school. The most satisfying part of my day is cooking with a team that is like family and for people who dig it. Each dish on our menu comes from a tradition, memory, ingredient or sense of place. Many of our dishes seem simple on the outside, but there is lots of complexity and deliciousness.

I love the Pesto Potato Salad because it is straightforward and delicious. It's great as a family-style starter or side dish. It holds well and is easy to assemble. I like to use potatoes in pasta

dishes, but here I thought it would be great to let the potato absorb the pesto like pasta does. I use Yukon Gold Idaho® Potatoes for the recipe. I like the thin skin and the waxy, creamy texture. I know that if I am choosing an Idaho® Potato, it is going to be delicious.

The technique for the pesto is unique because the herbs are soaked in ice water before they are blended. By icing them, they stay green and vibrant. We use a high-powered blender for the pesto and keep all the ingredients cold, including the olive oil. I view potatoes as flavor sponges.



Sarah Grueneberg was named Best Chef: Great Lakes by the James Beard Foundation in 2017. Her highly acclaimed Monteverde restaurant blends Italian culture and cooking with influences from her travels and family heritage.

SARAH GRUENEBERG
 Chef/Partner, Monteverde
 Restaurant & Pastificio,
 Chicago

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5 CINCO DE MAYO RAMADAN BEGINS AT SUNDOWN	6	7	8	9	10	11
12 MOTHER'S DAY	13	14	15	16	17	18 ARMED FORCES DAY
19	20	21	22 NATIONAL MARITIME DAY	23	24	25
26	27 MEMORIAL DAY	28	29	30	31	

MAY 6-9 :: Rosemont, Ill.
Food Safety Summit Conference & Expo
www.foodsafetysummit.com

MAY 17-19 :: Santa Fe, N.M.
International Association of Culinary Professionals (IACP) Annual Conference
www.iacp.com

MAY 18-21 :: Chicago
National Restaurant Association (NRA) Show
www.restaurant.org

MAY 19 :: Chicago
PlateNight
www.plateonline.com

“Idaho® Potatoes are the only potato I use for my baked potatoes.”

-SARAH GRUENEBERG

JUNE

CRISPY IDAHO® POTATO SPIRAL



A LASTING FOOD MEMORY

When I was young, my father brought home the Time Life book 'Cuisines of the World'. I saw a recipe from Japan, got the ingredients and with my brother prepared a meal for my parents' anniversary. It was beautiful and delicious. It showed me all that eating could be. Most people in kitchens are cooks. For me, a chef is someone who is a master of craft, a great leader, mentor, teacher, with roots in the community — someone who offers hospitality by way of a gathering place, inviting people to commune over food and drink. Chefs understand what that means. They set the table to enjoy life. I am a voracious traveler, creating globally inspired dishes that

can be eaten in three or four delicious bites. Through travel I've created a palette for what's possible. The idea is to find common, simple products and look at them in a new way. In this dish, guests sense the aroma and then crunch into a crispy slice of potato with sour cream sauce. A potato can make a lasting food memory.

Round, medium-sized Idaho® Yukon Gold Potatoes work. They contain the right amount of taste, water and starch. They are also versatile and forgiving. I remember eating baked Idaho® Russet Potatoes while camping and gobbling French fries with friends at home. Idaho® Potatoes are synonymous with American culture.



Matthias Merges served as chef de cuisine at Charlie Trotter's for more than 10 years and leads Folkart Management. He is co-founder of Pilot Light, introducing food and nutrition themes in Chicago schools' core curriculum.

MATTHIAS MERGES
 Chef/Owner, Folkart Management,
 Chicago

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4 RAMADAN ENDS AT SUNDOWN	5	6	7	8
9	10	11	12	13	14 FLAG DAY	15
16 FATHER'S DAY	17	18	19	20	21 FIRST DAY OF SUMMER	22
23/30	24	25	26	27	28	29

JUNE 2-5 :: New Orleans
Institute of Food Technologists (IFT) Annual Meeting and Food Expo
www.ift.org

JUNE 10-12 :: Chicago
United Fresh Convention – United Fresh Produce Association
www.unitedfreshshow.org

JUNE 20-22 :: Charlotte, N.C.
Center for the Advancement of Foodservice Education (CAFE) Annual Leadership Conference
www.cafemeetingplace.com

June 30-July 2 :: New York
Summer Fancy Food Show
www.specialtyfood.com

“Idaho® Yukon Gold potatoes work. They contain the right amount of taste, water and starch. They are also versatile and forgiving.”

-MATTHIAS MERGES

JULY

SMASHED SMOKED POTATOES

aioli, trout roe, wilted greens



FOOD, FIRE & FARMS

I began working in restaurants in upstate New York, New Mexico, Colorado and Maine before teaching culinary school in Boulder, Colo., for four years. I started to feel like a chef two years after opening Ned Ludd. It took a while to learn the depth and breadth of working with a wood-fired oven. We have no stove. I'm committed to the story of food, not just a dish. Food, fire and farms tell a story. They connect people with a larger arena. Our menu depends on whatever is happening weather-wise, whatever is fresh. It's not predictable.

Simple is the hardest dish to make. It relies on technique. A transformative flavor profile needs to be understood technically.

You have to systematically and thoughtfully decide on ingredients. First, I ask what the goal is, then develop a profile. Is it delicious? Can it be replicated? How will it be served — raw, roasted, brined, pickled? We look at old menus to find the roots of how a dish was originally made.

Smashed Smoked Potatoes with trout roe is a simple dish. It plays off the smokiness of the potato. The spices and aromatics are there but not described. The aioli gives it a loose, lemony taste. Acids bind and balance the salty trout roe. The greens lift. I like small yellow and purple Idaho® Potatoes for this dish. Potatoes are wonderful vehicles for flavors.



Jason French's Ned Ludd was listed in the top 40 best restaurants in Oregon by The Oregonian and described in Travel + Leisure as "a pure-hearted restaurant."

JASON FRENCH
Chef/Owner, Ned Ludd,
Portland, Ore.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4 INDEPENDENCE DAY	5	6
7	8	9	10	11	12	13 NATIONAL FRENCH FRY DAY
14 BASTILLE DAY	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

JULY 10-13 :: Denver
National Association of College & University Food Services National Conference
www.nacufs.org

JULY 14-15 :: Houston
Texas Restaurant Association Marketplace
www.tramarketplace.com

JULY 14-16 :: St. Louis
School Nutrition Association (SNA) Annual National Conference
www.schoolnutrition.org

JULY 26-27 :: Monterey, Calif.
PMA Foodservice Conference & Expo
www.pma.com

"Idaho® Potato is a great producer. They offer lots of varieties grown in deep, rich soil."
-JASON FRENCH

AUGUST

N.Y.C.'S LARGEST FRENCH FRIES



BIG FRIES FOR THE BIG APPLE

My first job was in a three-star restaurant in New York when I was 18. I started as a dishwasher, was promoted to the salad station, then to line cook, then to sous chef. I have worked for GLAZIERWORKS for 22 years, first at Strip House and now at both Michael Jordan's and Morgan's Brooklyn Barbecue as executive chef.

After testing several types of potatoes, I found the flavor and consistency of the Idaho® Russet GPOD Potatoes to be the best. Having worked at steakhouses for many years, I've enjoyed experimenting with potatoes. On our menu, we have mashed potatoes, twice-baked potatoes, steakhouse French fries, crispy

hash browns, potato hash and many more potato specials.

I was challenged to make New York City's Largest French Fry, and I accepted. Each fry is about seven inches long and two inches in diameter, made from one whole, 40-count Idaho® Russet Potato. It's an "off-menu" item that has gone viral on social media to the point where customers call ahead to reserve an order.

It takes a three-step process of boiling, baking and frying to make it right. The fries are served with our signature sauces, and people love them all.



Cenobio Canalizo worked his way up from dishwasher to executive chef of one of New York City's iconic steakhouses. He has been featured on ABC News' Good Morning America, Food Network and The New York Times.

CENOBIO CANALIZO

Executive Chef, Michael Jordan's The Steak House N.Y.C., Morgan's Brooklyn Barbecue, New York

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	NATIONAL POTATO DAY	21	22	23	24
25	26	27	28	29	30	31

AUGUST 4-8 :: Orlando, Fla.
American Culinary Federation (ACF) National Convention & Show
www.acfchefs.org

AUGUST 6-9 :: Scottsdale, Ariz.
Association for Healthcare Foodservice (AHF) Annual Conference
www.healthcarefoodservice.org

AUGUST 25-27 :: Los Angeles
Western Foodservice & Hospitality Expo
www.westernfoodexpo.com

"I tested many types of potatoes and the one that worked best is the GPOD Russet Potato from Idaho."

-CENOBIO CANALIZO

SEPTEMBER

LOADED BAKED POTATO GNOCCHI



FLAVOR IN EVERY BITE

In my early twenties, I started watching the new cooking shows on TV, “Top Chef” in particular. I saw a world of food I hadn’t seen before. I enjoyed cooking with my dad in Boston. While in Los Angeles, my eyes were opened. I learned different ways to cook. In Chicago, I learned to lead in the kitchen. I’ve moved from fine dining to a more rustic, approachable menu that re-imagines and elevates American comfort food. By elevate I mean choosing higher quality ingredients and using technique. The average loaded potato is all about the toppings. Once you get past the top layer, you’re left with only potato. The idea behind our Loaded Baked Potato Gnocchi is to create consistent flavors

and textures throughout. Every bite is like the first bite.

It’s tempting for chefs to overembellish. The challenge is paring down and keeping it simple. Take one item off and you save on cost, too. There may be fear that guests won’t value a simple dish, but I think that’s a misconception. Simple food can be elegant. Idaho® Russet Potatoes are a classic. I use them in this dish because of their lower water content, texture and flavor. Cooking is an art. It takes a lot of practice. When preparing the Loaded Baked Potato Gnocchi, move through the steps quickly. You don’t want the potatoes to get cold. It is the most popular long-standing dish on our menu. People love it.



Zoe Schor was nominated for 2018 Best Chef: Great Lakes by the James Beard Foundation. Before opening her own restaurant, she was executive chef at Ada Street (DMK restaurant group).

ZOE SCHOR
Executive Chef/Owner, Split-Rail, Chicago

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 LABOR DAY	3	4	5	6	7
8 GRANDPARENTS DAY	9	10	11 PATRIOT DAY	12	13	14
15	16	17	18	19	20	21
22	23 FIRST DAY OF AUTUMN	24	25	26	27	28
29 ROSH HASHANAH BEGINS AT SUNDOWN	30					

SEPTEMBER 12-14 :: Baltimore
Natural Products Expo East
www.expoeast.com

SEPTEMBER 15-16 :: Orlando, Fla.
Florida Restaurant & Lodging Show
www.flrestaurantandlodgingshow.com

SEPTEMBER 17-19 :: Palm Springs, Calif.
Society for Hospitality and Foodservice Management (SHFM) National Conference
www.sfm-online.org

“Simple food can be elegant. Idaho® Potatoes are a classic.”

-ZOE SCHOR

OCTOBER

FINGERLING POTATO TOSTONES with black garlic aioli



TOSTONE TWIST WITH FINGERLING POTATOES

After high school, I came to the U.S. alone from Australia where I grew up. I tried various career options before enrolling in culinary school at Le Cordon Bleu in Miami. It was there where I found my place. At that time, I was working at a Thai restaurant where I was given responsibilities in day-to-day operations. Now, I have my hands in everything from the food to creating concepts, adding flavors, branding and inspiring the soul of the restaurant. Stiltsville Fish Bar highlights Florida seafood, and root & bone in New York offers Southern-inspired comfort food. In my style of cooking, I like to take dishes that are familiar and turn them into something completely different. Keeping

things simple and creating a nostalgic connection is important to me as a chef. In the Tostone dish, rather than using the traditional plantains, I use Idaho® Fingerling Potatoes. The dish is served very hot and crispy. You taste the acid from the malt vinegar first, then the salt and black garlic aioli, before reaching the rich buttery taste of the potatoes. Our potato preparation is a two-part process. It's super simple, but technique-focused. We use Idaho® Fingerling Potatoes because they are a perfect size with a delicious flavor. They can be easily eaten in one or two bites. Potatoes are a staple on our menus.

Janine Booth was a 2018 James Beard semifinalist in the Rising Star Chef of the Year category. She competed on NBC/Bravo's "Top Chef" and balances seasonal menu differences between restaurants in Miami Beach and New York.

JANINE BOOTH
Executive Chef, Stiltsville Fish Bar, Miami Beach, Fla.; root & bone, New York

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 ROSH HASHANAH ENDS AT SUNDOWN	2	3	4	5
6	7	8 YUM KIPPUR BEGINS AT SUNDOWN	9 YUM KIPPUR ENDS AT SUNDOWN	10	11	12
13	14 COLUMBUS DAY	15	16 NATIONAL BOSS'S DAY	17	18	19 SWEETEST DAY
20	21	22	23	24	25	26
27	28	29	30	31 HALLOWEEN		

OCTOBER 17-19 :: Anaheim, Calif.
Produce Marketing Association (PMA) Fresh Summit International Convention & Expo
www.pma.com

OCTOBER 24-27 :: Nashville, Tenn.
Les Dames Escoffier International Annual Conference
www.ldei.org

“Take a simple, familiar potato dish and elevate it through technique.”

-JANINE BOOTH

NOVEMBER

CRISPY CHILI POTATOES



SOUTHEAST ASIA MEETS IDAHO® POTATOES

I didn't grow up cooking at my mother's knee. We were a small military family, so we moved everywhere. My mom had a rule: "You don't have to like it, but you have to try it." That started my interest in food. I was working in a restaurant and decided I would like to learn to cook. They laughed. I wasn't even a savvy home cook. It was a disaster, but I refused to quit. By the time I wasn't terrible, it started becoming something I really wanted to do. For me it's a perfect career match. It's satisfying to see things come together — an idea that manifests into a really great dish or a nicely composed menu.

The food at Tiger Mama is Southeast Asian and unabashedly

funky, spicy and fun. We include "olive branches" on the menu — dishes for people who want a steak or burger or something familiar. The crispy potato dish is something those people know, and it's delicious.

I like the creaminess of the Dutch Yellow Peewee potatoes from Idaho when you bite into them. They're almost like mashed potatoes with super crispy tempura on the outside. We dip it in sneaky mayo. We call it sneaky because you don't know it's hot. It's a damn near perfect bite, like the Korean fried chicken of potatoes.



Tiffani Faison was nominated for Best Chef: Northeast by the James Beard Foundation in 2018. This "Top Chef" alum is the culinary force behind Tiger Mama and two other concepts in Boston's Fenway neighborhood.

TIFFANI FAISON

Chef/Owner, Tiger Mama, Sweet Cheeks Q, Fool's Errand, Boston

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3 DAYLIGHT SAVINGS TIME ENDS	4	5 ELECTION DAY	6	7	8	9
10	11 VETERANS DAY	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28 THANKSGIVING	29	30

NOVEMBER 6-8 :: Napa Valley, Calif.
Culinary Institute of America (CIA)
Worlds of Flavor International
Conference & Festival
www.worldsofflavor.com

NOVEMBER 11-12 :: New York
HX: The Hotel Experience
www.thehotalexperience.com

"I find Idaho® Potatoes to be really creamy, and the flavor is delicious, earthy and beautiful."
 -TIFFANI FAISON

DECEMBER

VEGAN HASSELBACK POTATO with red pepper jelly and caramelized onions



TRADITIONAL IRISH FOOD CONTEMPORIZED

I worked for 20 years in the front of the house, yet always wanted to cook. I have six kids and at the age of 35, with my wife's support, I quit and took a job making \$7.50 an hour as a prep cook. Being older, I went where I wanted to go and found the teachers I wanted to work with. I am a knowledge-hungry chef. I turn to history and am on a quest for the best, responsibly sourced ingredients. I like to serve traditional Irish food that's contemporized, not an American interpretation of Irish food.

It's hard to make a dish simple, but limitations on chefs promote creativity. You have to think it through. I taste everything and

use every part. The only product not grown locally in this dish is the potato. Idaho® Russet Potatoes make the best baked potato. The texture is right. It's easy to wash the starch off of them. The peel holds steam, giving it a luscious, velvety lightness that collapses in your mouth. The caramelized onions and red pepper jelly make it a full, rounded dish. People are eating less meat. Chefs need options for every dish on the menu, whether it's gluten-free, vegetarian or vegan.

For some reason we don't celebrate the flavor of the potato the way they do in Ireland. It's a delicious vegetable to explore.

Shawn "Radar" Burnette opened more than 20 restaurants before heading to the kitchen and working with several award-winning chefs.

SHAWN BURNETTE
Executive Chef, Terroir Cuisine,
Brooklyn, N.Y.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21 FIRST DAY OF WINTER
22 FIRST DAY OF HANUKKAH BEGINS AT SUNDOWN	23	24 CHRISTMAS EVE	25 CHRISTMAS	26 FIRST DAY OF KWANZAA	27	28
29	30 LAST DAY OF HANUKKAH ENDS AT SUNDOWN	31 NEW YEAR'S EVE				

"Idaho® Potatoes are not just a vehicle to put things on. They are a delicious vegetable."

-SHAWN BURNETTE



“Idaho® Russets work perfectly in gnocchi recipes due to their starchy nature.”

—Sarah Grueneberg Monteverde

PHOTO BY GALDONES PHOTOGRAPHY



“Back in the day we called them ‘AP Potatoes’ — All Purpose. The joy in using Idaho® Potatoes is that they really are all-purpose.”

—Ricky Moore Saltbox Seafood Joint

PHOTO BY LISSA GOTWALS



PHOTO BY GALDONES PHOTOGRAPHY

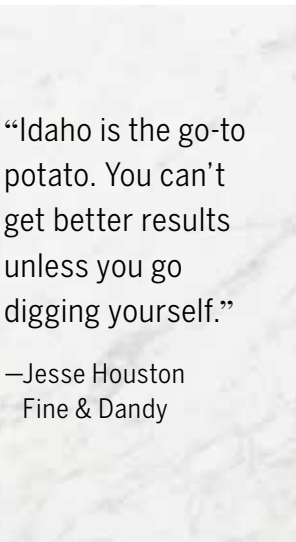
MATTHIAS MERGES, FOLKART MANAGEMENT



“When I was a little girl there was nothing better than baked potato night. My favorite part was the skin, slathered in butter with a little salt.”

—Katie Button Cúrate, Nightbell, Button & Co. Bagels

PHOTO BY EVAN SUNG



“Idaho is the go-to potato. You can’t get better results unless you go digging yourself.”

—Jesse Houston Fine & Dandy



PHOTO BY ANDREW MEADE

JANINE BOOTH, STILTSVILLE FISH BAR



CENOBIO CANALIZO MICHAEL JORDAN'S THE STEAK HOUSE N.Y.C.

PHOTO BY EVAN SUNG



PHOTO BY JOHN WALLS

JASON FRENCH, NED LUDD



“Simple food can be elegant. Idaho® Potatoes are a classic.”

—Zoe Schor Split-Rail

PHOTO BY GALDONES PHOTOGRAPHY



PHOTO BY EVAN SUNG

“Idaho® Potatoes are not just a vehicle to put things on. They are a delicious vegetable.”

—Shawn “Radar” Burnette Terroir Cuisine

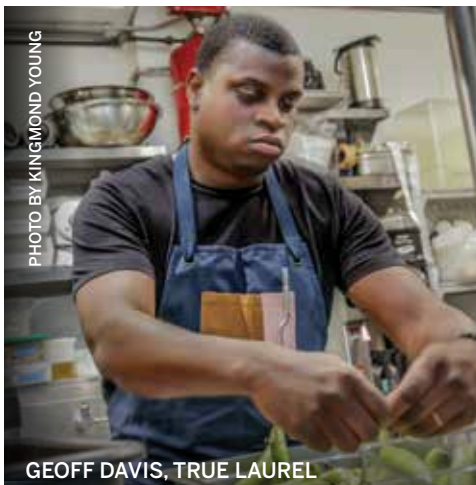


PHOTO BY KINGMOND YOUNG

GEOFF DAVIS, TRUE LAUREL



PHOTO BY MICHAEL DISKIN

TIFFANI FAION TIGER MAMA, SWEET CHEEKS Q, FOOL'S ERRAND

2019 IDAHO® POTATO CHEFS CALENDAR RECIPES



JANUARY

Loaded Baked Idaho® Potato with Mushroom Butter, Truffle Honey, Comté, Benton's Bacon, Scallions

Recipe courtesy of Chef de Cuisine Geoff Davis; True Laurel, San Francisco

Servings: 30 (2 servings per potato)

INGREDIENTS: NUTRITIONAL YEAST SEASONING

- 25 grams nutritional yeast
- 13 grams smoked Maldon® sea salt
- 2 grams black pepper

INGREDIENTS: MUSHROOM BUTTER

- 680 grams unsalted butter, softened
- 55 grams buttermilk
- 20 grams Golden Mountain® seasoning sauce
- 17 grams mushroom seasoning (such as Imperial Taste®)
- 15 grams maitake mushroom powder
- 13 grams sherry vinegar
- 9 grams salt
- 3 grams candy cap mushroom powder

INGREDIENTS: ASSEMBLY

- 15 A-size Idaho® Yukon Gold Potatoes, about 175 grams each, unpeeled
- Rice bran oil, as needed
- Salt, to taste
- 500 grams Mushroom Butter (see recipe), softened
- 40 grams Nutritional Yeast Seasoning (see recipe)
- 150 grams ground and rendered high-quality double-smoked bacon (such as Benton's®)

- 130 grams crème fraîche, in squeeze bottle
- 150 grams Italian truffle honey, in squeeze bottle
- 200 grams Comté, sliced into 150 thin 1 ½-inch squares using a mandoline
- 350 grams king trumpet mushrooms, sliced into thin coins
- 50 grams scallion or spring onion tops, very thinly sliced

DIRECTIONS: NUTRITIONAL YEAST SEASONING

1. Combine all ingredients.

DIRECTIONS: MUSHROOM BUTTER

1. Whip all ingredients in a stand mixer until fully combined. Transfer mixture to a pastry bag with a small metal round tip.

DIRECTIONS: ASSEMBLY

1. Preheat convection oven to 350°F, with the fan on. Line a full sheet pan with aluminum foil and place a rack inside. Using a cake tester, pierce each potato at least 20 times. Coat with oil and season liberally with salt. Evenly space the potatoes on the rack in the sheet pan. Bake for about 45 minutes, until potatoes are very tender when tested with a cake tester. Hold potatoes warm until service; do not allow them to cool.
2. At service, preheat deep fryer to 360°F. Fry 1 potato until the skin is very crisp and it is hot throughout, about 4 minutes. Carefully cut the top of the potato lengthwise, being mindful not to reach the ends. Using a thin-sided spoon, carefully scrape each side of the potato, break up the inside and fluff.
3. Using the pastry bag, liberally pipe Mushroom Butter inside the fluffed potato evenly at multiple points.
4. Sprinkle on Nutritional Yeast Seasoning and bacon. Using a zigzag pattern, put a liberal amount of crème fraîche inside the potato, followed by a smaller amount of truffle honey.
5. Stick in 10 pieces of Comté so they stand. In between cheese, stand slices of mushroom. Scatter some scallions on top and serve.



FEBRUARY

Country Fried Potatoes with Onions and Green Peppers

Recipe courtesy of Chef/Owner Ricky Moore; Saltbox Seafood Joint, Durham, N.C.

{Country Fried Potatoes continued}

Servings: 4

INGREDIENTS

- 4 Idaho® Russet Potatoes, peeled and cut crosswise into ¼-inch-thick slices
- Canola oil, as needed for frying
- 2 tablespoons olive oil, for frying
- 1 small green bell pepper, de-stemmed, seeded and thinly sliced
- 1 small yellow onion, thinly sliced
- 2 garlic cloves, minced
- 1 tablespoon coriander seeds, toasted and ground
- 1 tablespoon fennel seeds, toasted and ground
- Kosher salt and freshly ground black pepper, to taste
- 2 ounces fresh parsley, finely chopped
- 1 ounce lemon zest

DIRECTIONS

1. Bring potato slices to a boil in a large pot of salted water; cook until just tender, 8 to 10 minutes. Drain potatoes and spread on paper towels to dry.
2. Heat 2 inches of canola oil in a 6-quart saucepan until a deep-fry thermometer reads 375°F (or preheat oil in a deep fryer). Working in batches, deep-fry potatoes in a fry basket until crisp, about 7 minutes; drain in basket.
3. In a separate sauté pan, heat olive oil over medium heat. Sauté bell pepper for 2 minutes. Add onion and garlic and sauté for 2 more minutes, until onions are slightly caramelized but not too dark. Set aside and keep warm.
4. While still hot, place fried potatoes and onion-pepper mixture in a bowl. Combine ground coriander and fennel; sprinkle over vegetables. Season with salt and pepper to taste. Toss to combine.
5. Transfer to serving bowls and garnish with fresh parsley and lemon zest.



MARCH

Patatas Bravas

Recipe courtesy of Executive Chef/Owner Katie Button; Cúrate, Nightbell, Button & Co. Bagels, Asheville, N.C.

Servings: 64

INGREDIENTS: BRINED AND BLANCHED BRAVAS

- 50 pounds Idaho® Russet Potatoes
- 10 kilograms water
- 150 grams salt

- 100 grams glucose syrup
- 25 grams baking soda
- High-temperature frying oil, as needed

INGREDIENTS: ALLIOLI

- 640 grams garlic cloves, peeled, for blanching
- 80 grams garlic cloves, peeled, raw
- 40 whole eggs (2240 grams)
- 3 pinches kosher salt, plus more as needed to taste
- 3500 grams canola oil
- 3500 grams Arbequina extra-virgin olive oil

INGREDIENTS: BRAVA BASE

- 1000 grams canola oil
- 560 grams sherry vinegar
- 320 grams garlic, minced
- 900 grams tomato paste
- 1200 grams granulated sugar
- 12,800 grams whole plum tomatoes canned with juices (do not strain)
- 160 grams sweet pimentón
- 70 grams cayenne pepper
- Kosher salt, to taste

INGREDIENTS: BRAVA SAUCE

- 750 grams Allioli (see recipe)
- 200 grams Brava Base (see recipe)
- Salt, to taste

INGREDIENTS: ASSEMBLY FOR 1 PLATING

- 266 grams Brined and Blanched Bravas (see recipe)
- Kosher salt, to taste
- 40 grams Brava Base (see recipe)
- 40 grams Brava Sauce (see recipe)
- Sweet pimentón, as needed for garnish

DIRECTIONS: BRINED AND BLANCHED BRAVAS

1. Peel the potatoes, cut into large dice (¾-inch cubes) and place in a large container of cold or room-temperature water.
2. Make a brine by whisking the water, salt, glucose syrup and baking soda together until dissolved. Divide the potatoes into Cryovac® bags and seal with the brine. Let sit until the combi/steamer oven is preheated.
3. Preheat combi/steamer oven to 100 percent steam and 194°F. Lay bags in perforated pans and steam in oven until potatoes are tender, about 25 minutes. Remove potatoes from bags.
4. Blanch the potatoes in oil in a deep fryer set at 300°F. Fry in batches for 5 to 7 minutes each. Lay out in single layers on sheet pans, cool in the walk-in and then freeze in single layers so potatoes don't clump together (once frozen, potatoes can be stacked on top of each other).

DIRECTIONS: ALLIOLI

1. To blanch 640 grams of the garlic, crush each clove and add to a pot of cold water; bring to a boil, then strain out the garlic. Drain, rinse pot, fill with cold water, add garlic and bring to a boil again. Remove after second boil and allow garlic to cool.
2. In a small food processor, combine the blanched garlic and the raw garlic with the eggs and 3 pinches of salt. Blend until the eggs begin to look paler and increase in volume, about 1 minute.
3. Transfer mixture to a large food processor. Combine the canola oil and olive oil in a separate container. With the motor running, slowly add the oil mixture. You must add the

{Patatas Bravas continued}

oil slowly until there is little oil left so that the allioli gets thick. Pass through a tamis, taste and correct seasoning. Recipe yields 9960 grams.

DIRECTIONS: BRAVA BASE

1. In a large pot, heat the canola oil. Add the vinegar and garlic and cook for 1 minute.
2. Add the tomato paste, sugar and tomatoes and reduce slowly over medium heat until proper consistency is reached, about 3 hours (mixture should be thickened, and when stirred, the spoon should leave a trail). When almost finished, add the pimentón and cayenne.
3. Blend in a blender until smooth, adding salt to taste. Pass through a tamis and reserve.

DIRECTIONS: BRAVA SAUCE

1. Whisk ingredients together until thoroughly combined. Taste and add salt if necessary.

DIRECTIONS: ASSEMBLY

1. Preheat deep fryer to 375°F. Fry 266 grams (about 1 pint) of Brined and Blanched Bravas until potatoes are dark golden brown and hard and crispy on the outside, about 3 minutes. Toss with kosher salt.
2. On the bottom of a plate, put half of the Brava Base and top with half of the Brava Sauce (20 grams of each sauce). Top with potatoes and drizzle with the remaining Brava Base and Brava Sauce. Drizzle with Allioli. Garnish with a generous sprinkle of pimentón.



APRIL

Scalloped Idaho® Potatoes with Crispy Cornflake Topping

Recipe courtesy of Executive Chef Jesse Houston; Fine & Dandy, Jackson, Miss.

Servings: 8-12

INGREDIENTS

- 1 cup unsalted butter
- 1 tablespoon minced garlic
- ¾ cup all-purpose flour
- 8 cups whole milk
- ½ teaspoon paprika
- 2 tablespoons plus 1 teaspoon kosher salt, divided
- 2½ cups shredded smoked Cheddar cheese, divided (1¼ cups for sauce, 1 cup for layers, ¼ cup for cornflake topping)

- 10 pounds Idaho® Russet Potatoes, peeled and thinly sliced
- ½ cup cornflakes

DIRECTIONS

1. Preheat oven to 350°F.
2. In a large saucepot, melt the butter over medium heat. Add the garlic and cook until tender, about 3 minutes.
3. Add the flour and gently stir, making a roux. Cook over medium heat until there is no raw flour taste, about 5 minutes; do not allow the roux to darken.
4. While stirring constantly, add the milk, a little at a time, allowing the sauce to thicken slowly. Whisk in the paprika and 2 tablespoons kosher salt. Whisk in 1¼ cups of the smoked Cheddar, little by little, allowing the cheese to emulsify. Once all of the cheese has been incorporated, remove the pot from the heat.
5. Grease a 9" x 13" glass baking dish.
6. Line the bottom of the baking dish with a third of the sliced potatoes, allowing them to overlap a bit. Sprinkle ½ teaspoon kosher salt over top. Spread a third of the cheese sauce over the layered potatoes and top with ½ cup of the shredded Cheddar. Repeat layers until you have three total layers, ending with ½ cup of the shredded Cheddar. (It's OK if all potatoes/cheese do not fit; save any remaining for another use.)
7. Cover the pan with aluminum foil and bake until brown and bubbly, about 1½ hours.
8. In a small bowl, mix the cornflakes with the remaining ¼ cup shredded Cheddar. Remove the potatoes from the oven and sprinkle the cornflake mixture on top. Return the pan to the oven uncovered and cook until the cornflakes are slightly browned and crispy, 5 to 10 minutes.



MAY

Pesto Potato Salad

Recipe courtesy of Chef/Partner Sarah Grueneberg; Monteverde Restaurant and Pastificio, Chicago

Servings: 6

INGREDIENTS: BASIL PESTO

- 1½ cups basil leaves (preferably Genovese-style), loosely packed
- ½ cup parsley leaves
- 1 small garlic clove, peeled
- ⅔ cup fruity, mild extra-virgin olive oil, plus more as needed for covering

{Pesto Potato Salad continued}

- ½ teaspoon flaky sea salt (such as Maldon®)
- ¼ cup freshly grated Parmigiano-Reggiano cheese
- 3 tablespoons freshly grated Pecorino Romano cheese

INGREDIENTS: POTATO SALAD

- 1 cup assorted summer beans (such as Romano, wax and green beans)
- 1 pound Idaho® Yukon Gold Potatoes, scrubbed, unpeeled
- ½ cup plus 1 teaspoon kosher salt, divided
- ⅓ cup Basil Pesto (see recipe), divided
- ½ cup Castelvetrano olives or other green olives, pitted and sliced into rounds
- Juice of ½ lemon
- 1 tablespoon extra-virgin olive oil
- 6 to 8 whole basil leaves
- ¼ cup whole pine nuts, toasted
- Pecorino Romano (or any pecorino) cheese, shaved with a peeler, as needed for garnish

DIRECTIONS: BASIL PESTO

1. Place blender jar in freezer to chill. Meanwhile, submerge the basil and parsley in a large bowl of cold water with a few ice cubes; let stand for 5 minutes.
2. Using your hands, gently lift herbs from the water. Repeat soaking again, using fresh cold water and ice. Let soak for 15 minutes.
3. Remove blender jar from freezer. Place the garlic, oil and salt in the blender and blend until smooth. Working in batches, lift herbs from the water, shaking excess but not all water from the leaves (a bit of water will make a smooth pesto), and add to blender. Blend using short pulses for each addition of herbs, just to break down the larger leaves (do not over-blend). Finally, add the cheeses and blend on medium-high until smooth. Remove from blender and place over an ice bath; chill until cold. (Cover the surface of any leftover pesto with more olive oil, then cover with plastic wrap and a lid; pesto will keep in freezer for about a month.)

DIRECTIONS: POTATO SALAD

1. Cut the summer beans on a bias into 1-inch pieces.
2. In a large pot filled with 3 quarts of cold water, add the potatoes and season with ½ cup of the kosher salt. Place the pot over medium heat, bring to a simmer and cook potatoes until tender but still with a bit of resistance to a knife, 20 to 30 minutes. Do not overcook. Using a slotted spoon, remove potatoes from the water (reserve cooking water in pot) and let cool on a sheet tray for a few minutes. Meanwhile, return the pot to a boil; blanch the summer beans until tender, 1 to 2 minutes, then shock in ice water.
3. While the potatoes are still warm, slice them into ½-inch rounds and place in a bowl. Toss potatoes with about 2½ tablespoons pesto and ½ teaspoon kosher salt (by doing this while the potatoes are slightly warm, they act as a sponge and absorb the pesto).
4. In a mixing bowl, toss the blanched beans, olives, lemon juice and olive oil with the remaining ½ teaspoon kosher salt.
5. To plate, arrange the pesto potato slices in an even layer on a platter as your base. Place the bean/olive mixture on top of the potatoes, then dollop the remaining 2½ tablespoons pesto over the top. Garnish with the basil leaves, pine nuts and shaved cheese. The potato salad can be served immediately or held for a few hours in the refrigerator and served cold.



JUNE

Crispy Idaho® Potato Spiral

Recipe courtesy of Chef/Owner Matthias Merges; Folkart Management, Chicago

Servings: 4-8

INGREDIENTS: SOUR CREAM SAUCE

- 100 grams sour cream
- 35 grams buttermilk
- 1 tablespoon chopped parsley
- 1 tablespoon minced chives
- 3 grams salt
- 2 grams garlic powder
- 2 grams onion powder
- 1 gram black pepper

INGREDIENTS: POTATO SPIRALS

- 2 Idaho® Yukon Gold Potatoes, unpeeled
- Canola oil, as needed for frying
- Sour Cream Sauce (see recipe)
- Hook's® 1-year-old Cheddar cheese, finely grated, as needed
- Chopped scallions, as needed

DIRECTIONS: SOUR CREAM SAUCE

1. Place all ingredients in a bowl and whisk together. Reserve refrigerated until needed.

DIRECTIONS: POTATO SPIRALS

1. Use a spiral cutter to cut one of the potatoes into a long spiral where each "slice" is about the same thickness as a quarter. Immediately transfer potato spiral into a bowl of cold water to avoid oxidizing.
2. Heat a large pot of oil to 350°F. Drain all the water off the potato spiral and pat dry with paper towels. Place potato spiral into the oil and fry the potato spiral until it starts to turn golden brown, 3 to 5 minutes. (Frying one potato at a time is recommended.)
3. Remove potato from the oil and place it on paper towels to remove any excess oil.
4. To serve: Add potato spiral to a wood skewer. Drizzle some of the Sour Cream Sauce over the potatoes. Garnish with grated cheese and chopped scallions. (One spiral serves 2 to 4 people.) Serve immediately.
5. Repeat process with the remaining potato.



JULY

Smashed Smoked Potatoes, Aioli, Trout Roe, Wilted Greens

Recipe courtesy of Chef/Owner Jason French; Ned Ludd, Portland, Ore.

Servings: 4-6

INGREDIENTS: SMOKED POTATOES

- 2 pounds small purple or yellow Idaho® Potatoes, unpeeled
- Water to cover
- Salt, as needed
- Olive oil, as needed
- Sea salt, as needed
- ½ cup fruitwood smoker pellets (such as apple or cherry)

INGREDIENTS: AÏOLI

- 3 egg yolks, room temperature
- Pinch of salt
- Juice of 3 lemons, room temperature
- 3 cups canola or neutral oil
- ¼ cup olive oil

INGREDIENTS: ASSEMBLY

- Smoked Potatoes (see recipe)
- 2 handfuls sturdy greens (such as arugula, spinach, mizuna)
- Aioli (see recipe)
- 1 cup trout roe
- Sea salt and cracked black pepper, as needed to finish

DIRECTIONS: SMOKED POTATOES

1. Place the potatoes in a medium pot and cover with water. Add a generous amount of salt and bring to a boil. Once the water is boiling, turn the heat off and let the potatoes sit in the hot water until they are soft, about 20 minutes. Drain the potatoes and let them cool on a sheet pan.
2. To smoke the potatoes, lightly oil the cooled potatoes with olive oil and sprinkle with sea salt. Place them in a 2-inch-deep perforated half pan and cover with the lid. Place the smoker pellets in a 4-inch-deep half pan and place directly over a burner on the stove. Turn on the hood and turn the burner on high to activate the pellets. Place the perforated pan containing the potatoes, still covered with the lid, over the pan containing the smoker pellets. Let sit until smoke starts to escape from the lid, 1 to 2 minutes, then turn the burner off. Repeat the smoking process 3 to 4

times. It is important that the pellets don't catch fire, or they will produce an acrid smoke that is not pleasant to taste.

3. Remove the potatoes from the pan. One at a time, smash them flat with the heel of your hand. Place smashed potatoes on a sheet pan, drizzle them with olive oil and season with a pinch more of sea salt.

DIRECTIONS: AÏOLI

1. Place the egg yolks, salt and lemon juice into a quart-sized glass measuring container. In a separate container, combine the oils and set aside. Using an immersion blender, whip the yolks until they are thick and frothy, then begin to add the oil, slowly at first, in a thin steady stream. If the sauce thickens before all the oil is added, you can thin it with some room-temperature water. Keep adding the oil until it is all incorporated, then adjust the seasoning. Reserve in the refrigerator until needed.

DIRECTIONS: ASSEMBLY

1. Preheat oven to 450°F. Place the sheet pan with the potatoes in the oven and roast the potatoes until they are deep golden brown and crispy, about 20 to 30 minutes.
2. While the potatoes cook, tear the greens into pieces and place them in a large bowl. Transfer the roasted potatoes to the bowl and toss with the greens to wilt them slightly. Divide onto individual plates or place on a platter. Top with a generous amount of Aioli and dollops of trout roe. Finish with sea salt and cracked pepper.



AUGUST

N.Y.C.'s Largest French Fries

Recipe courtesy of Executive Chef Cenobio Canalizo; Michael Jordan's The Steak House N.Y.C., Morgan's Brooklyn Barbecue, New York

Servings: 1

INGREDIENTS: MJ'S STEAK SAUCE

- 4 cups canned crushed tomatoes
- 1 cup molasses
- 1 cup jarred horseradish
- ½ cup soy sauce
- ½ cup sherry vinegar
- ½ cup sweet chili sauce
- 5 tablespoons packed dark-brown sugar
- 1 tablespoon salt
- 1 teaspoon garlic powder
- 1 teaspoon onion powder
- ½ teaspoon black pepper

{N.Y.C.'s Largest French Fries continued}

INGREDIENTS: TRUFFLE CREAM SAUCE

- 1 cup sour cream
- ½ cup mayonnaise
- 1 tablespoon jarred horseradish
- 1 teaspoon kosher salt
- ½ teaspoon black pepper
- ¼ teaspoon white truffle oil
- 1 drop lemon juice

INGREDIENTS: CHIPOTLE CREAM SAUCE

- 1 cup mayonnaise
- ½ cup sour cream
- 1 tablespoon chipotle purée from a can of chipotles in adobo
- Salt, to taste
- 1 drop lemon juice

INGREDIENTS: FRENCH FRIES

- 3 Idaho® GPOD Russet Potatoes, 40-count
- Canola oil for frying
- Kosher salt or Maldon® sea salt, to taste

DIRECTIONS: MJ'S STEAK SAUCE

1. Mix all ingredients together in a large saucepot and cook over low heat until mixture becomes thick and lighter brown, about 1 hour, stirring occasionally. Reserve refrigerated until needed. Yield is 4 cups.

DIRECTIONS: TRUFFLE CREAM SAUCE

1. Mix all ingredients together and reserve refrigerated until needed. Yield is 1½ cups.

DIRECTIONS: CHIPOTLE CREAM SAUCE

1. Mix all ingredients together and reserve refrigerated until needed. Yield is 1½ cups.

DIRECTIONS: FRENCH FRIES

1. Peel the potatoes and cut each into a 6-inch-long by 2-inch-thick rectangle (each potato will yield one French fry). Soak the potatoes in a large bowl of cold water for about 30 minutes. Remove potatoes from water and pat dry with paper towels.
2. Heat canola oil in a deep fryer or large pot to 275°F. Gently add the potatoes to the hot oil and fry until they turn very light brown, about 10 minutes, stirring occasionally.
3. Preheat oven to 350°F. Remove potatoes from the fryer and lay on a sheet pan, then cover with aluminum foil. Bake the potatoes in the oven until soft, about 30 minutes. Remove from the oven and uncover to cool completely.
4. Heat the canola oil again in the deep fryer or large pot to 350°F. Fry the potatoes a second time until golden brown, 8 to 10 minutes. Sprinkle with kosher salt or Maldon® sea salt. Serve the three fries with MJ's signature sauces: MJ's Steak Sauce, Truffle Cream Sauce and Chipotle Cream Sauce (3 ounces of each).



SEPTEMBER

Loaded Baked Potato Gnocchi

Recipe courtesy of Executive Chef/Owner Zoe Schor; Split-Rail, Chicago

Servings: 4-6

INGREDIENTS: GNOCCHI

- 2 pounds Idaho® Russet Potatoes, unpeeled
- 4 egg yolks
- 1 cup all-purpose flour, plus additional for dusting
- Neutral oil for coating

INGREDIENTS: ASSEMBLY

- ½ pound bacon
- Oil for frying
- ¼ pound unsalted butter
- Salt, to taste
- 1 cup crème fraîche or sour cream
- 1 bunch scallions, sliced
- 1 cup high-quality sharp Cheddar cheese, grated

DIRECTIONS: GNOCCHI

1. Preheat oven to 450°F.
2. Wash the potatoes and poke them with a fork or knife to vent. Bake the potatoes until completely cooked, about 1 hour 10 minutes, or longer depending on the oven.
3. Bring a large pot of heavily salted water to a boil on the stovetop and set up an ice bath.
4. Use a knife to vent the cooked potatoes to allow some of the steam to escape, then scoop out the insides of the potatoes, reserving the skins. Pass the potato through a ricer or food mill, then lay out in an even layer to cool.
5. As soon as the potato is cool enough to handle and will not cook the egg yolks, transfer to a large bowl. Add the yolks; mix thoroughly and then add the cup of flour all at once and incorporate.
6. Roll the gnocchi dough into ½-inch-thick logs, dusting with flour as necessary, then use a metal bench scraper to cut into 1-inch-long dumplings.
7. Handling the dumplings carefully, use the bench scraper to transfer them to the pot. Poach the dumplings in batches, until the gnocchi float, about 1 minute, then use a skimmer to transfer them to the ice bath. Allow to cool completely, then remove from the ice bath so as not to waterlog. Toss gnocchi in neutral oil to coat so they don't stick together; set aside.

{Loaded Baked Potato Gnocchi continued}

DIRECTIONS: ASSEMBLY

1. Cut the bacon into lardons and render until crispy.
2. Cut the reserved potato skins into ½-inch strips; pan- or deep-fry them in oil until crispy.
3. In a large sauté pan, heat the butter over medium-high heat until it starts to brown, about 1 minute. Add the gnocchi and sear, tossing gently a couple times. Season with salt.
4. Plate crème fraîche on the bottom of a pasta bowl; place gnocchi on top. Garnish with bacon, fried potato skins, scallions and Cheddar.



OCTOBER

Fingerling Potato Tostones with Black Garlic Aioli

Recipe courtesy of Executive Chef Janine Booth; Stiltsville Fish Bar, Miami Beach, Fla.; root & bone, New York

Servings: 4-6

INGREDIENTS: BLACK GARLIC AÏOLI

- 1 pint mayonnaise, chilled
- Cloves from 1 head black garlic, peeled
- Salt and black pepper, to taste

INGREDIENTS: SALT AND MALT VINEGAR POWDER

- 1 cup malt vinegar powder
- ½ cup kosher salt

INGREDIENTS: POTATO TOSTONES

- Canola oil, as needed for frying
- 2 pounds Idaho® Fingerling Potatoes, unpeeled
- 1 teaspoon Salt and Malt Vinegar Powder (see recipe)

INGREDIENTS: ASSEMBLY

- Potato Tostones (see recipe)
- Black Garlic Aioli, as needed (see recipe)
- 1 cup scallions, sliced or cut into ribbons and kept in ice water

DIRECTIONS: BLACK GARLIC AÏOLI

1. Blend the chilled mayonnaise and black garlic in a blender until completely smooth. Season with salt and pepper to taste.
2. Place in a squeeze bottle and reserve until needed. (Yield is more than you will need for recipe; store extra in refrigerator for up to 2 weeks.)

DIRECTIONS: SALT AND MALT VINEGAR POWDER

1. Place the malt vinegar powder and salt in a dry blender or food processor and pulse until they are combined into

a fine powder. (Yield is more than you will need for recipe; store extra in a dry container.)

DIRECTIONS: POTATO TOSTONES

1. Set a deep fryer filled with canola oil to 350°F. (If you don't have a fryer, use a large pot and a candy thermometer.)
2. Scrub the potatoes in cool water and dry thoroughly.
3. Fry whole, unpeeled potatoes in batches to prevent overcrowding until still very al dente, 10 to 12 minutes.
4. Transfer the potatoes to a sheet tray lined with paper towels and cool in the refrigerator until completely chilled.
5. Remove potatoes from the refrigerator. One at a time, place a potato on a cutting board, then use the back side of a plate to squish the potato flat to about a ½-inch thickness. Transfer potatoes back to the sheet tray and return them to the refrigerator for 30 minutes.
6. Remove potatoes from the refrigerator and fry again in batches in the deep fryer at 350°F (in the same oil) until golden and crispy, 3 to 5 minutes. Drain excess oil off potatoes and transfer to a large bowl. Toss with about 1 teaspoon of the Salt and Malt Vinegar Powder. Taste for seasoning. Potatoes should have a vinegar zing.

DIRECTIONS: ASSEMBLY

1. Stack potatoes on a large platter, drizzle heavily with Black Garlic Aioli and garnish with scallions. (These are best served family-style.)



NOVEMBER

Crispy Chili Potatoes

Recipe courtesy of Chef/Owner Tiffani Faison; Tiger Mama, Sweet Cheeks Q, Fool's Errand, Boston

Servings: 4-6

INGREDIENTS: POACHED POTATOES

- 2 pounds Melissa's Dutch Yellow Peewee Idaho® Potatoes, unpeeled
- 2 quarts water
- 1½ cups tamari
- 4 garlic cloves, peeled and smashed
- 2 (2-inch) pieces ginger
- 2 dried Thai chiles
- 2 tablespoons salt

INGREDIENTS: TEMPURA BATTER

- 2 cups tempura batter mix
- 1½ cups water

{Crispy Chili Potatoes continued}

- ¼ cup dried Thai chili flakes

INGREDIENTS: SNEAKY MAYO

- 2 cups Kewpie® mayonnaise
- 5 garlic cloves, peeled
- 3 green Thai bird's eye chiles, de-stemmed
- Salt, to taste

INGREDIENTS: ASSEMBLY

- Oil for frying
- Poached Potatoes (see recipe)
- Cornstarch for dusting
- Tempura Batter (see recipe)
- Salt, to taste
- Sneaky Mayo (see recipe)
- 1 cup scallions, thinly sliced, green parts only

DIRECTIONS: POACHED POTATOES

1. In a large pot over medium heat, combine all ingredients and bring just to a boil, then reduce heat to a simmer and cook uncovered until potatoes are just tender, 12 to 15 minutes. Remove potatoes from water and let cool completely.

DIRECTIONS: TEMPURA BATTER

1. Whisk together all ingredients in a bowl until there are no lumps.

DIRECTIONS: SNEAKY MAYO

1. In a blender, combine all ingredients and purée until smooth. Pass through a strainer to remove any larger pieces. Season to taste. Reserve refrigerated until use.

DIRECTIONS: ASSEMBLY

1. Heat a deep fryer to 350°F. Lightly dust potatoes with cornstarch, then coat them in Tempura Batter and drop them into the fryer one at a time, being careful they don't stick together. Fry potatoes in batches until batter is golden brown and potatoes are hot in the center, 4 to 5 minutes. Season potatoes with salt and drain on paper towels.
2. Place some Sneaky Mayo on the bottom of a bowl or plate. Place 10 potatoes over mayo and add dollops of mayo on top of each potato. Garnish with scallions and any tempura bits that are left from frying.



DECEMBER

Vegan Hasselback Potato with Red Pepper Jelly and Caramelized Onions

Recipe courtesy of Executive Chef Shawn "Radar" Burnette; Terroir Cuisine, Brooklyn, N.Y.

Servings: 1

INGREDIENTS: CARAMELIZED ONIONS

- Olive oil, as needed
- 1 large Spanish yellow onion, finely julienned
- 1 teaspoon salt

INGREDIENTS: RED PEPPER JELLY

- 3 red bell peppers, seeded, small dice
- 2 teaspoons red pepper flakes
- 3 tablespoons apple pectin powder
- 3¼ cups sugar, divided
- 1 cup apple cider vinegar
- 1 tablespoon vegan butter
- ¾ teaspoon salt

INGREDIENTS: HASSELBACK POTATO

- 1 medium (70-count) Idaho® Russet Potato, unpeeled
- Olive oil, as needed
- Salt, to taste
- Caramelized Onions (see recipe)
- Red Pepper Jelly (see recipe)
- Whole parsley, mint and cilantro leaves, for garnish

DIRECTIONS: CARAMELIZED ONIONS

1. Generously coat the bottom of a medium sauté pan with olive oil; heat on low.
2. Add onion and salt and cook over low heat until onions are a deep mahogany color, about 30 minutes, stirring occasionally.

DIRECTIONS: RED PEPPER JELLY

1. In a small bowl, mix the bell peppers with the red pepper flakes.
2. In a separate small bowl, whisk together the pectin and ¼ cup of the sugar; set aside.
3. In a 5- to 6-quart heavy pot, combine the pepper mixture, cider vinegar, vegan butter, salt and remaining 3 cups sugar. Bring to a boil over high heat, then continue to boil vigorously, stirring occasionally, until it just begins to thicken into a jelly, about 5 minutes.
4. Gradually add the pectin mixture, whisking constantly. Return jelly to a vigorous boil while stirring constantly. Continue to boil, stirring constantly, until mixture is thickened slightly, 1 to 2 minutes. Remove from heat and let cool before transferring to a container and refrigerating until needed.

DIRECTIONS: HASSELBACK POTATO

1. Preheat oven to 425°F.
2. Put the potato on a cutting board and place a chopstick along each long side of the potato to prevent your knife from cutting all the way through the potato. Make straight, even slices across the width of the potato, cutting every ¼-inch from end to end.
3. Generously coat the potato, including inside the slices, with olive oil and salt. Then fill inside each slice with some caramelized onion and a small amount of red pepper jelly (one potato should use about 2 tablespoons of jelly).
4. Wrap the potato in aluminum foil and bake until fork-tender, 40 to 45 minutes.
5. Remove the foil and brush the top of the potato with 2 tablespoons of warmed red pepper jelly. Garnish with whole parsley, mint and cilantro leaves.

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