

***Gotatoes*[™] — a Healthy Alternative**

Rice Lake, Wisc. (July 14, 2005) — Until now potato lovers have had to plan well in advance when craving a baked potato! Gotatoes has taken the wait out of preparing one of America's favorite foods—from the microwave to meal-time in minutes. Just pop 'em and top 'em with creamy cheddar cheese, rich buttermilk ranch, or zesty fat-free salsa.

Bursting with flavor in every bite, Gotatoes are a fast, convenient, and healthy choice that enables consumers to enjoy a fresh baked potato loaded with vitamins and minerals.

Here are some fun food facts about potatoes that consumers may not realize:

Mini bakers contain:

- Over 28% of the daily-recommended amount of Vitamin C.
- An excellent source of potassium when eaten with the skin — as much as two bananas!
- Only 60 calories — no fat, cholesterol, or sodium!
- A good source of fiber when eaten with the skin.
- 6% of the recommended daily portion of carbohydrates!

Microwave cooking is beneficial in more ways than one!

- The Mayo Clinic suggests cooking potatoes in the microwave helps retain the nutrients of the potato. When vegetables are cooked in water, many of the nutrients are removed. A microwave oven and traditional oven are the best places for cooking potatoes to retain nutrient content.
- *Gotatoes* come in a convenient, microwaveable container that steams the potatoes and keeps them hot, fresh, and tasty. By using multiple mini-bakers in place of larger Russets, *Gotatoes* cooking time is drastically reduced to just three minutes!

Potatoes are a popular and healthy choice.

- Potatoes are one of the most popular vegetables eaten in the United States. The United States Department of Agriculture (USDA) estimates that the average American eats about 142 pounds of potatoes every year.
- According to the USDA, you can almost double your intake of most nutrients

by eating both the skin and the pulp of the potato. The skin is a good source of fiber, iron, and vitamin C. By eating two small potatoes instead of one larger potato, you actually increase your nutrient intake because there is more skin on two potatoes than on one potato of equal weight.

Nuto Farms, grower of Kitchen Kleen Potatoes and *Gotatoes*, began operation in 1929 when Barron West of Rice Lake planted his first crop of Russet Burbank potatoes in the fertile northern Wisconsin soil. This modest, hard-working farmer could not have imagined his five-acre plot would some day evolve into a 5,000-acre, state-of-the-art, fully-irrigated farm that maintains a "hands-on" approach from seed to store shelf. For additional information, visit www.kitchenkleen.com.

To arrange an interview with a Kitchen Kleen representative, please contact Lisa Ballschmieder, Public Relations Account Manager, (715) 845-8815 or lisab@vandeyacht.com.

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