

Spuds on the Go

With New *Gotatoes*[™]!

Rice Lake, Wisc. (July 14, 2005) — Nuto Farms, grower of Kitchen Kleen Potatoes, is joining the convenience food market with their new baked potato kit, *Gotatoes*. Nuto Farms, a grower of Russet Burbank potatoes for 75 years, has developed *Gotatoes*, a fast, healthy, and convenient way to enjoy great Russet potatoes on the go.

Gotatoes' fresh mini-baker Russets are triple-washed and packaged with creamy cheddar cheese, rich buttermilk ranch, or zesty fat-free salsa toppings. Available in single-serve sizes, consumers can enjoy a home-baked potato taste anytime, anywhere in only 3 minutes, directly from their microwave.

Consumers have become more health conscious and *Gotatoes* offer a perfect solution for busy families looking for healthy eating options. *Gotatoes* provide consumers with a meal or snack that is quick, easy to prepare, and nutritious. They make great after-school or summertime snacks for kids. *Gotatoes* can be found at Wal-Mart Super Centers, and area grocery and convenience stores.

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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