Season's Greetings From Kitchen Kleen

Gotatoes Have Come Out of the Cooler

If quick, easy, and delicious are words your customers use when looking for new meal ideas—tell them to reach for Gotatoes! When your customers want a fresh home-cooked taste in a hurry, Kitchen Kleen's new microwavable baked potato kits are the answer.

Gotatoes have previously been available in the produce cooler. Now with their new shelf-stable toppings, Gotatoes can be displayed on the shelf or in a new display unit.

Gotatoes come in convenient single serve packs with several flavors and are available packed in this eye-catching display unit, sure to attract your customers' attention. Gotatoes are quick and easy for anyone to make! Simply take'em off the shelf, pop'em in the microwave, and eat'em! Don't miss out—Ask your distributor today about attracting customers to the produce aisle with a Gotatoes display!

Stick'em Recipe Pads for Potato Bins

Kitchen Kleen is working on bringing "interactive" POP materials your way with our stick'em & rip'em potato recipe pads for potato bins. We've included healthy and delicious recipes to tempt your customers into trying something new with potatoes. The stick'em recipe pads will be coming your way soon!

Setting the Record Straight on Potato Nutrition

When 96 percent of Americans don't know the main attributes of potatoes, it's time to pull out all the stops and set the record straight.

In response to the food confusion sweeping the nation, The United States Potato Board (USPB) conducted extensive consumer research and found that only 6 percent of survey respondents thought that potatoes were rich in vitamin C, when, in fact, one medium (5.3 ounce) potato contains 45 percent of the recommended Daily Value for this essential nutrient. And, only 34 percent considered potatoes with skins to be rich in potassium, when they are actually an excellent source of this mineral – higher than broccoli, spinach, or bananas. And, only 4.2 percent of respondents thought that potatoes were BOTH rich in vitamin C and potassium.

But there is good news. When focus groups were shown the official FDA nutrition label for potatoes, they were thrilled to learn that one of their favorite foods was actually good for them. They delighted in learning that one medium potato is an excellent source of potassium, rich in vitamin C and a good source of fiber for only 100 calories, with no fat and no cholesterol.

Kitchen Kleen - Celebrating 75 Years

In the year 1929 Barron West planted his first crop of Russet Burbank potatoes in the fertile northern Wisconsin soil.

This modest hard working farmer could have little imagined his first five-acre plot would someday become a 5,000-acre, state-of-the-art, fully irrigated farm that maintains a "hands-on" approach from seed to store shelf.

Today, under the direction of his son Donn and Donn's two sons Brian and Dennis, the West family has continued the traditions set down by Barron in those early years. His hard work and attention to detail, while always keeping an eye and ear open to the latest advances within the industry, are the building blocks of Nuto Farms, grower of Kitchen Kleen Potatoes. Donn oversees the total operation, Brian focuses on planting, growing, and harvesting; while Dennis concentrates on storage, packaging and communications.

We can only look back in amazement at what has grown out of Barron West's five-acre dream. From a 5 acre plot of land meant to feed a family, it has grown into a business that feeds cities. From Barron's first wagon full of spuds, it has grown into an industry that has harvested enough prime Russets to reach the moon and back over 25 times.

Retro Potato Boxes Celebrate 75 Years.

Special Points of Interest:

- New Gotatoes Display Units
- Stick'em Recipe Pads for Bins
- The Consumer & Potato Nutrition
- Nuto Celebrates 75 Years

Gotatoes Microwavable Baked Potato Kits with Toppings. Now Shelf Stable and Available with Display Unit.

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