



PureBaked™

The Natural Potato Nutrition Solution

INTRODUCING

PUREBAKED™ FOODSERVICE PACKS

PENOBSCOT McCRUM PROUDLY INTRODUCES

PUREBAKED™ the natural potato nutrition solution. PureBaked™ is a healthy way to deliver customers pure baked potato goodness that suits a host of delicious menu applications—the perfect all-natural base potato ingredient for healthy speed scratch cooking.



PureBaked™ Foodservice Packs



FREE OF DIETARY NO-NO'S

- No Fat
- No Sodium
- No Cholesterol

BIG ON ALL-NATURAL BAKED POTATO TASTE

We bake where others steam or boil. That's why our PureBaked™ potatoes deliver a homemade

baked potato taste that can't be beat! This is pure baked potato prepared to a perfect consistency. Except for our all-natural whitener to maintain the natural potato color, PureBaked™ potatoes contain no dairy or other additives.

BAKED GOODNESS MADE EASY

New PureBaked™ comes frozen in 5-lb bags that are easy to heat up and can satisfy multiple uses:

- Serve as a stand-alone healthy and tasty pure potato side and let the end-user season and garnish to taste.
- Use as the best-tasting, naturally nutritious base potato ingredient for a wide variety of popular menu applications.

When we say all natural, we mean it!

PURE BAKED POTATO  **NATURALLY NUTRIENT RICH**

PUREBAKED VERSATILE, CONVENIENT, HEALTHY



Custom Mashed Start with superior-tasting PureBaked™ and add your own signature twists and fresh dairy selections—simply the best pure baked potato ingredient for speed scratch preparation of the ultimate mashed potatoes.



Innovative Fine Dining Enhance plate presentation in even the most upscale dining environments—saves labor, money and time without sacrificing perfect consistency and delicious baked potato taste.



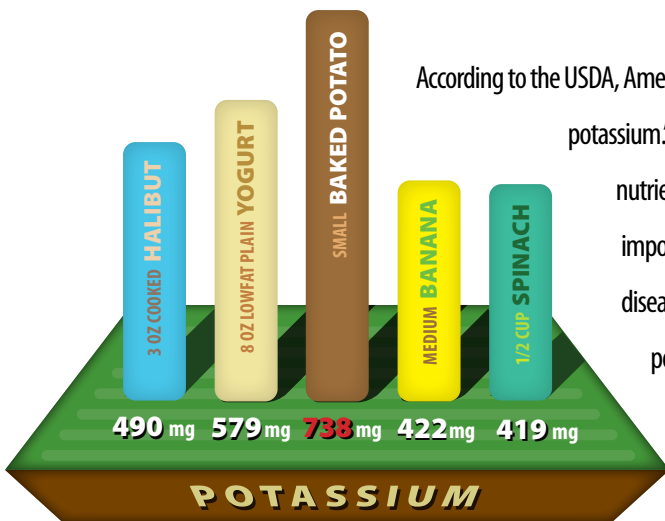
Comfort Cuisine Turn popular comfort foods into outstanding comfort cuisine—use as a topping for delicious casseroles and an easy potato complement for a wide variety of signature recipes.

ITEM #	DESCRIPTION	PACK	SHIPPING WGT.	AVG. CASE CT.	AVG. UNIT WGT.	PREP
07503	PureBaked Foodservice Packs	6/5#	32 lbs	6 Bags	5 lbs.	Steam, Boil or Microwave



Our 5-lb bags come complete with easy preparation instructions for consistent PureBaked™ potatoes. There's no peeling, no mashing and no mess!

PureBaked™ The Natural Solution to America's Potassium Deficit!



According to the USDA, Americans should “choose foods that provide more potassium.” In fact, potassium is listed as one of four deficient nutrients of concern in American diets. Potassium is important because it helps combat high blood pressure, one of the leading causes of heart disease. So what's the #1 dietary source of potassium? Baked Potatoes! Just one small baked potato provides 738 mg of potassium—almost twice that of a medium banana and 21% of the USDA recommended daily allowance of potassium.

Baked Potato #1
Ranked #1 in Potassium by the USDA*

The solution to America's potassium deficit is simple and contains no fat, sodium or cholesterol: PureBaked™

EVERY PENOBSCOT McCrum product begins with perfect Maine potatoes and ends with your 100% satisfaction—that's our gold standard promise. We are a Maine family enterprise five generations strong and we have one single focus: to provide the finest frozen potato specialty products on the market today.



Our Business Is Distinctive Potato Products