
Product of USA
LET'S MAKE SOMETHING GREAT TOGETHER.™
Simplot
all sorts of delicious satisfaction
potatoes | avocados | fruits | vegetables
©2022 J.R. Simplot Company

Whatever you need—from chef-driven products to culinary support and inspiration—your business is our passion.



true to our roots

Starting with the invention of the first commercial french fry and continuing to the day, we deliver a market-leading lineup of relevant, delicious products.













LET'S MAKE SOMETHING GREAT TOGETHER.™

DEFINITIONS OF SPECIFICATIONS

VG **Lacto-Ovo Vegetarian:**
Product does not contain meat, but may include milk products and/or eggs.

V **Vegan:**
Product does not contain animal ingredients or animal by-products (i.e. honey), use animal ingredients or animal by-products in the manufacturing process (i.e. sugar processed with bone char), and has not been used in animal testing.

Contents

BRAND GUIDE

CHOOSE YOUR PERFECT FRY
12 | Traditional cuts
13 | Specialty cuts

POTATO LINE GUIDE

14 NON-COATED FRIES

Conventional
16 | Simplot Classic®
17 | Simplot Blue Ribbon®
19 | Simplot Pride®

Conventional, Skin-On
20 | Skincredibles®

Brined
22 | Select Recipe®

24 COATED FRIES

White Potatoes
26 | Conquest®
28 | Conquest® Delivery+™

Sweet Potato
29 | Simplot Sweets®

30 SEASONED & BATTERED

Seasoned/Battered
32 | SeasonedCrisp®
33 | SeasonedCrisp® Delivery+™
34 | SIDEWINDERS™ Fries
34 | Bent Arm Ale® Craft Beer Batter®

Battered
35 | Megacrunch®
36 | Thunder Crunch™

37 FORMED & SPECIALTY POTATOES

Hash Browns / Chunks / Cubes
39 | Traditional
42 | Spudsters®

43 ROASTED POTATOES
45 | RoastWorks®

46 MASHED POTATOES
48 | Farmhouse Originals™

AVOCADO LINE GUIDE

49 AVOCADOS
51 | Harvest Fresh™ Avocados

56 FRUITS & VEGETABLES
58 | Simple Goodness™ Fruit & Vegetables

CLASSIC®
PREMIUM FRENCH FRIES

CLASSIC

Premium quality guaranteed.

Simply the best conventional fries. Cut from the best raw potatoes of the year, plate coverage and profitability of a true Premium Extra Long Fancy fry.

BLUERIBBON

The definitive fast-food fry.

When patrons demand the flavor and texture of fast food fries, they're asking for Blue Ribbon®. No skin. Just traditional potato flavor in XLF lengths for better plate coverage and more servings vs. "bargain" fries.

BlueRibbon®

PRIDE®

PRIDE

Low cost option that delivers authentic potato flavor.

Pride® is a line of middle-of-road fries for the operator who values low cost over high profitability. Their Long Fancy length offers decent plate coverage and quality vs. Line Flow fries.



skincredibles®

SKINCREDIBLES

Natural appearance, robust potato flavor.

The ultimate in pure potato taste and homemade, skin-on appearance, offers a variety of options and cuts, from fries and wedges to chips and boats, all with satisfying potato flavor.

SELECT RECIPE

Real sea salt. Simply incredible first bite to last.

Chef-crafted recipe with real sea salt and savory ingredients to delivery.

Select Recipe®



CONQUEST®

CONQUEST

The standout in takeout.

3x the hold time of conventional fries, standout in take out operations. Clear starch coating keeps fries hot and crisp longer, your take out customers get the delicious fries they're craving.

CONQUEST DELIVERY+

Stays crisp. Here. There. Anywhere.

40+ minute hold time, the industry's longest. Stay crisp and delicious for the long haul. The unique clear coating makes them versatile enough for dine-in, drive-thru and catering too. Customers can reheat with just 15-20 seconds* in the mirowave.

CONQUEST® DELIVERY+™



SWEETS

Natural appeal. True sweetness.

Cut exclusively from farm-cured sweet potatoes for unmatched natural sweetness.



SEASONEDCRISP

Bold variety. Distinctly different.

More flavor and crunch. Profitable second fry option, that can be bake or fry. Customers get to enjoy hot and crispy fry and perfect even without ketchup.

SEASONEDCRISP DELIVERY+

Bold flavor. Here. There. Anywhere.

Deliver on flavor! With a 30+ minute hold time, new Simplot SeasonedCRISP® Delivery+™ Savory Fries stay crisp and tasty for the long haul.* Choose from eight skin-on, battered cuts seasoned with a savory blend of onion and garlic. Customers can even reheat them at home with just 15-20 seconds in the microwave. Dine-in or off-premise, these versatile fries give you a valuable second option that you can upcharge for!

BENT ARM ALE

Amazing flavors. Eye-popping appeal.

Created with true craft beer! Premium Apollo hops and two-row malt give Simplot BENT ARM ALE® Beer-Battered Fries a rich, amber color and light caramel and molasses flavor notes.

MEGACRUNCH

More flavor. More crunch. More possibilities.

More flavor and crunch featuring our thickest, unseasoned batter. With skin-on appeal, these crave-worthy, premium fries always satisfy and stay crisp longer—perfect for take-out and delivery.

THUNDERCRUNCH

You can't out-crunch this crunch.

Lovely golden color, the most crunch of any Simplot Fry! Excellent hold time and crispness for take-out and delivery.

TRADITIONAL

TRADITIONAL

The best formed potatoes, shreds and slices.

Cut exclusively from premium-quality potatoes, Simplot Traditional potato products deliver rich taste in every bite. And they're available in a wide variety of shapes and formats.

SPUDSTERS

Crispy mashed potato bites.

Delicious mashed potato bites—crispy on the outside, soft and delicious on the inside.Great hold time and available in a rich buttery flavor. Suitable as a side or appetizer. Wonderful with dips. In a word, irresistible!

Spudsters™
CRISPY MASHED POTATO BITES



ROASTWORKS

A garden of fresh-roasted flavor.

Simplot RoastWorks® roasted potatoes are fully roasted and perfectly seasoned with a hand-cut and house-made appearance. A variety of cuts, colors and flavors provide numerous ways to reinvent your menu, and generous piece sizes provide great plate coverage.

FARMHOUSE ORIGINALS

Scratch-made quality made effortless.

frozen mashed potatoes are as close as you can get to scratch-made without peeling, boiling and mashing them yourself. Just heat and serve for fluffy mashed that tastes great and holds up to two hours.



HARVEST FRESH™ avocados

HARVEST FRESH AVOCADOS

The fruit of inspiration.

Perfectly ripened and always ready avocado pulp, guacamole, slices, dices and halves. Chilled or frozen. Our hand-picked avocados will take dishes across your menu to delicious new heights.

SIMPLE GOODNESS

Fresh-picked simplicity.

Premium, hand-cut appearance, bright color, and outstanding flavor for upscale presentations. We do all the washing, slicing and trimming, so you get only 100% usable product and 0% waste.

simple goodness™ FRUITS & VEGETABLES



Cut size impacts yield, hold and cook time, and also lets you offer unique shapes to help you stand out. With many cut sizes to choose from, Simplot makes it easy for you to find the perfect fry for your menu.

traditional cuts

		CLASSIC P.16	Blue Ribbon P.17	PRIDE P.19	skincredibles P.20	Select Recipe P.22	CONQUEST P.26	CONQUEST DELIVERY+ P.28	SWEETS P.29	seasonedCRISP P.32	seasonedCRISP DELIVERY+ P.33	Thunder Crunch P.36
3/16" Julienne	The thinnest, crispiest, highest-yielding cut we offer Great for casual, midscale and family-style operations in a vertical appetizer presentation.					•				•		
1/4" Shoestring	Extra crispy and cooks fast. Long and thin to maximize plate coverage and perceived value. Perfect as a base under protein to reduce plate cost.		•				•	•	•			
5/16" Straight	All the versatility of the 3/8" fry but cut slightly thinner for a quicker, crisper exterior. Delicious real potato flavor and excellent plate coverage. Ideal for fast food, family and casual operations.				•	•	•					
5/16" x 3/8" Straight	A rectangular cut combining the heartier bite of a 3/8 fry with the faster cook time and higher yield of a 5/16 fry that gives operations a great signature fry option.		•									
3/8" Straight	Noted for flavor, texture and versatility. A traditional favorite with plenty of options.	•	•	•	•	•	•	•	•		•	•
3/8" x 3/4" Steak	A standard favorite for premium potato flavor with no added coating or batter and great hold time.	•	•			•						
3/8" Crinkle	Hearty appearance and full-bodied potato flavor. Excellent for family and casual dining – stays hot and crispy a long time. Perfect for holding signature dips and toppings.	•	•									
1/2" Deep V Crinkle	Distinctive appearance enhances plates, baskets & platters. Maximizes condiment catching and stays crisp longer than a straight fry. Extra-crisp ridges outside, fluffy potato inside.	•										

specialty cuts

		skincredibles™ P.20	Select Recipe® P.22	CONQUEST® P.26	CONQUEST® DELIVERY+™ P.28	seasoned CRISP® P.32	seasoned CRISP® DELIVERY+™ P.33	BENT ARM ALE P.34	MEGACRUNCH P.35
ORIGINAL CUT SIDEWINDERS™ FRIES	A unique shape with fun plating potential creates menu versatility for the ultimate twist to appetizers and signature dishes. Only from Simplot. **See page 34.**			●		●		●	
TIN ROOF FRIES	A rectangular cut with ridges and grooves running the length of the fry for extra crispness and eye appeal. **See page 28.**				●				
CRISPY POTATO STRIPS	An ultra-thin, extra-wide cut ideal for dipping. Stays crisp on the side or as an appetizer base. **See page 27.**			●					
8-CUT WEDGE Straight Cut	Distinctive appearance, big potato flavor and long hold time make these a favorite for dashboard dining. Popular for deli and takeout operations.	●							
8-CUT WEDGE Crinkle Cut						●			
10-CUT WEDGE Straight Cut	Homemade skin-on appearance and big potato flavor. Ideal for signature dishes and appetizers in casual dining, steak houses, home-style burger joints and delis.	●							
10-CUT WEDGE Crinkle Cut							●		●
Lattice	Hearty cut makes dining fun and creates the best nacho base. Suitable for casual family and fast-food operations.	●		●			●		
Loop	An interesting cut that makes dining fun. Suitable for casual family and fast-food operations.	●					●		
Chunk	Skin-on hand-cut appearance in random sizes. Excellent hold time plus bake-or-fry versatility makes these an extremely popular breakfast bar and breakfast skillet potato.		●						
1/4" Slice	Ridged for extra crispness and superb bakeability. Great for sports bars and casual dining.								●
Chip	Fresh-cooked 1/8" chips can be made-to-order – or pre-cook to free up fryers and quickly reheat to serve hot. Replace ordinary bagged chips to create menu interest and maximize profits.	●	●			●			
Boat	Hand-scooped potato halves perfect to refill for scratchmade twice baked potatoes, top with cheese and sour cream for a classic potato skin appetizer.	●							

Non-Coated
FRIES

These are the fries you grew up with. Golden in color, naturally crisp, with loads of pure potato flavor. Most operators keep at least one conventional fry in their lineup.

RECOMMENDED FOR:



BROADEST APPEAL



MOST POTATO FLAVOR



HIGH COMPATABILITY

> These fries are a great option if your customers will be eating them within a few minutes after cooking.

DIANNA FRICKE,
DIRECTOR OF CULINARY, CEC,
Simplot



Simplot CLASSIC®
PREMIUM FRENCH FRIES

Premium quality guaranteed.

Simply the best conventional fries.
Cut from the best raw potatoes of the year, plate coverage and profitability of a true Premium Extra Long Fancy fry.

SPECIFICATIONS KEY

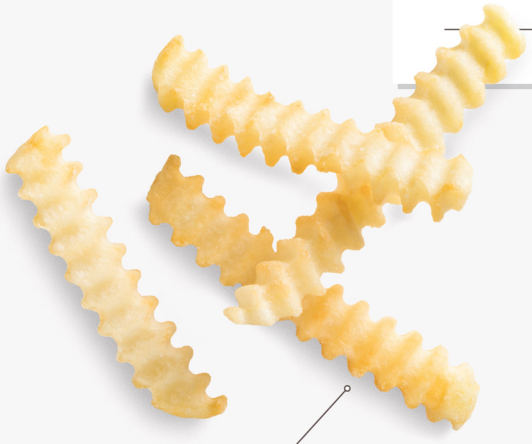
VG Lacto-Ovo Vegetarian V Vegan
W Contains Wheat
M Contains Milk S Contains Soy

PREP KEY

Fryer | Convection Oven | Standard Oven | Flat Top Grill



Premium Crinkle Cut Fries 3/8"
6/5 lb
SKU: 10071179253013
VG V



Deep V Crinkle Cut 1/2"
6/4.5lb
SKU: 10071179226307
VG V



Premium Straight Cut Fries 3/8"
6/5lb
SKU: 10071179251019
VG V



Premium Steak Cut Fries 3/8" x 3/4"
6/5lb
SKU: 10071179259015
VG V



Steak Cut Fries, Northwest Seal
3/8" x 3/4"
6/5lb
SKU: 10071179259299
(pictured)
VG V

Steak Cut Fries
3/8" x 3/4"
6/5lb
SKU: 10071179259497
VG V

Simplot
BlueRibbon

The definitive fast-food fry.

When patrons demand the flavor and texture of fast food fries, they're asking for Blue Ribbon®. No skin. Just traditional potato flavor in XLF lengths for better plate coverage and more servings vs. "bargain" fries.

SPECIFICATIONS KEY

VG Lacto-Ovo Vegetarian V Vegan
W Contains Wheat
M Contains Milk S Contains Soy

PREP KEY

Fryer | Convection Oven | Standard Oven | Flat Top Grill

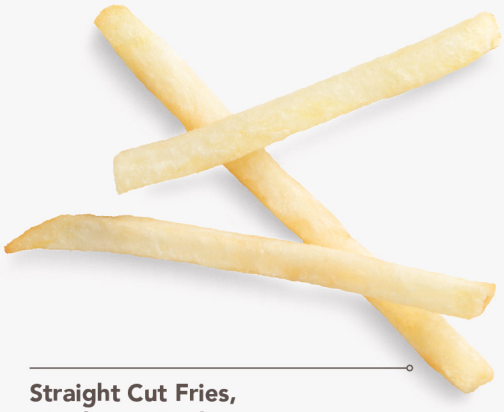






Shoestring Fries
1/4"
6/6lb
SKU: 10071179042877
SKU: 10071179465201
W M

Shoestring Fries, Northwest Seal
1/4"
6/5lb
SKU: 10071179462033
(pictured)
VG V



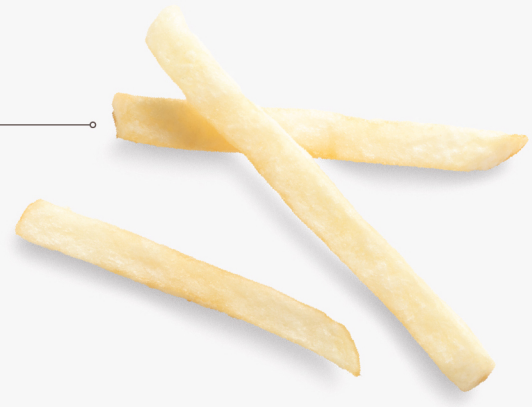
Straight Cut Fries, Northwest Seal
5/16" x 3/8"
6/5lb
SKU: 10071179452034

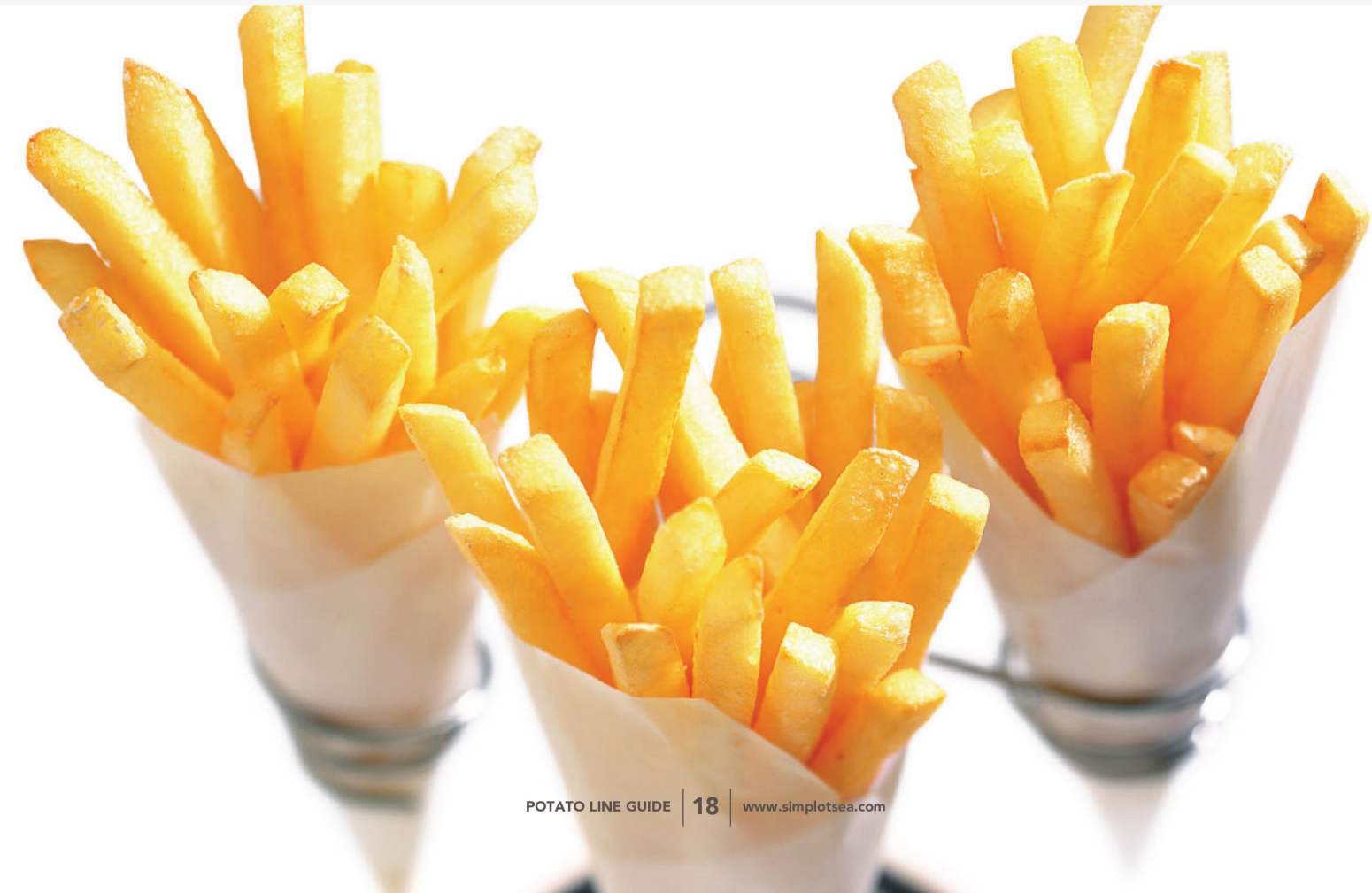


Crinkle Cut Fries, Northwest Seal
3/8"
6/5lb
SKU: 10071179259336

Straight Cut Fries, Northwest Seal
3/8"
6/5lb
SKU: 10071179259312

Straight Cut Fries
3/8"
6/5lb
SKU: 10071179011965
(pictured)





Simplot PRIDE®

Low cost option that delivers authentic potato flavor.

Pride® is a line of middle-of-road fries for the operator who values low cost over high profitability. Their Long Fancy length offers decent plate coverage and quality vs. Line Flow fries.

SPECIFICATIONS KEY

VG Lacto-Ovo Vegetarian V Vegan
W Contains Wheat
M Contains Milk S Contains Soy

PREP KEY

Fryer | Convection Oven | Standard Oven | Flat Top Grill

Straight Cut Fries
3/8"
6/5lb
SKU: 10071179261018
VG V







Straight Cut Fries, Skin On 3/8"
6/5lb
SKU: 10071179231011

Simplot skincredibles

Natural appearance, robust potato flavor.

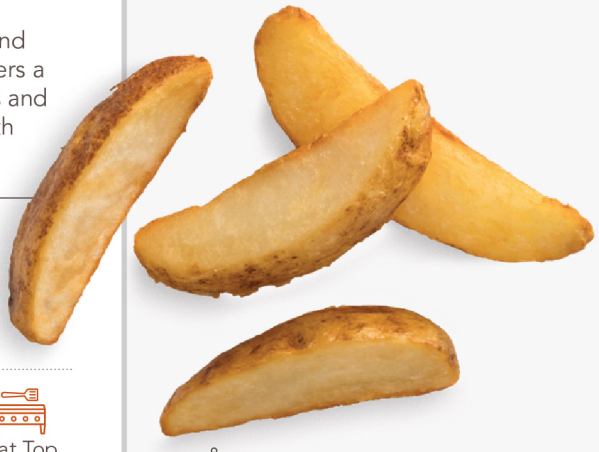
The ultimate in pure potato taste and homemade, skin-on appearance, offers a variety of options and cuts, from fries and wedges to chips and boats, all with satisfying potato flavor.

SPECIFICATIONS KEY

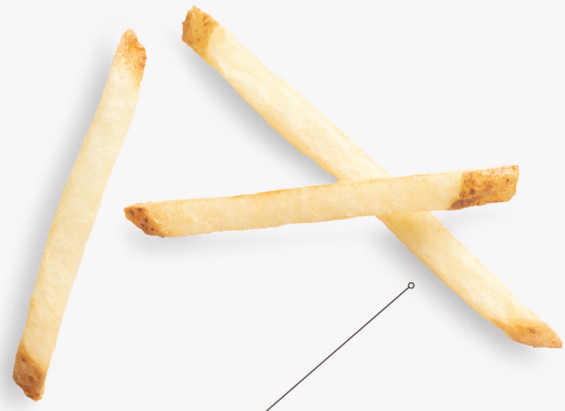
VG Lacto-Ovo Vegetarian V Vegan
W Contains Wheat
M Contains Milk S Contains Soy

PREP KEY

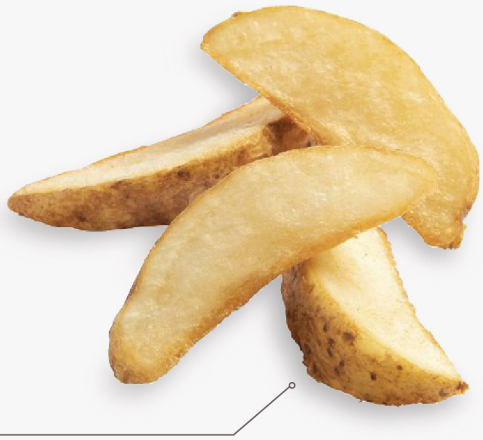
Fryer | Convection Oven | Standard Oven | Flat Top Grill



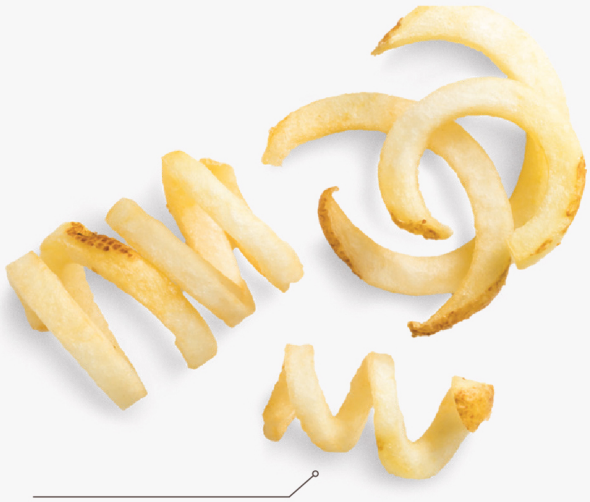
Potato Wedges, Skin On 8 Cut
6/5 lb
SKU: 10071179238027



Straight Cut Fries, Skin On 5/16"
6/5 lb
SKU: 10071179239116



Potato Wedges, Skin On 10 Cut
6/5lb
SKU: 10071179238010



Loops, Skin-On
6/5 lb
SKU: 10071179239932



Potato Chips, Skin On
6/5lb
SKU: 10071179231165



Lattice Fries, Skin On
6/5lb
SKU: 10071179047605



Potato Boats®, Skin On
17lb
SKU: 10071179231264





Sea Salt Straight Cut Fries, Skin On
5/16"
6/5lb
SKU: 10071179232018
VG V

Simplot Select Recipe®

Real sea salt.
Simply incredible first bite to last.

Chef-crafted recipe with real sea salt and savory ingredients to delivery outstanding flavor. Hand cut appearance and PXLF length give these skin-on fries great presentation and profitability.Great as side or appetizer with your signature dips and sauces.

SPECIFICATIONS KEY

VG Lacto-Ovo Vegetarian V Vegan
W Contains Wheat
M Contains Milk S Contains Soy

PREP KEY

Fryer | Convection Oven | Standard Oven | Flat Top Grill



Sea Salt Julienne Cut Fries, Skin On
3/16"
6/4lb
SKU: 10071179028635
VG V

Sea Salt Straight Cut Fries, Skin On
3/8"
6/5lb
SKU:10071179231080
VG V

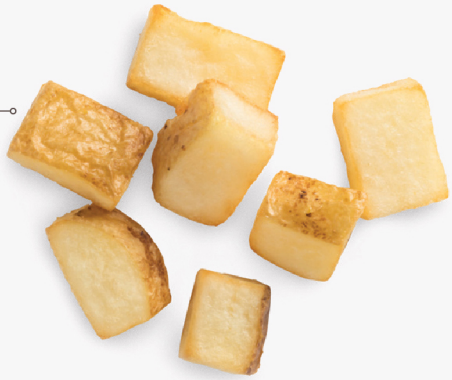




Sea Salt Chips, Skin On
6/5lb
SKU: 10071179026136



Sea Salt Steak Cut Fries, Skin On
3/8" x 3/4"
6/5lb
SKU: 10071179233015



Sea Salt Potato Chunks, Skin On
1/2" x 3/4" x 1"
6/6lb
SKU: 10071179022473



Coated
FRIES

When you need extra hold time—but want the look of an uncoated fry—Simplot clear coated fries deliver. Count on long-lasting crispness that doesn't mask their potato flavor.

RECOMMENDED FOR:



MULTI-FRY MENUING



MULTIPLE DAYPARTS



DELIVERY AND TAKEOUT

> More fries are being delivered than ever. If your fries don't travel well, it's time to find one that does.

MICHAEL ZELLER,
CORPORATE EXECUTIVE CHEF,
Simplot



Simplot CONQUEST 3X HOLD

The standout in takeout.

3x the hold time of conventional fries, standout in take out operations. Clear starch coating keeps fries hot and crisp longer, your take out customers get the delicious fries they're craving.

SPECIFICATIONS KEY

VG Lacto-Ovo Vegetarian V Vegan
W Contains Wheat
M Contains Milk S Contains Soy

PREP KEY

Fryer | Convection Oven | Standard Oven | Flat Top Grill



Clear Coated Straight Cut Fries
5/16"
6/5lb
SKU: 10071179030133

Clear Coated Straight Cut Fries
3/8"
6/5lb
SKU: 10071179471080



Clear Coated Shoestring Fries, Skin On
1/4"
6/4.5lb
SKU: 10071179027744

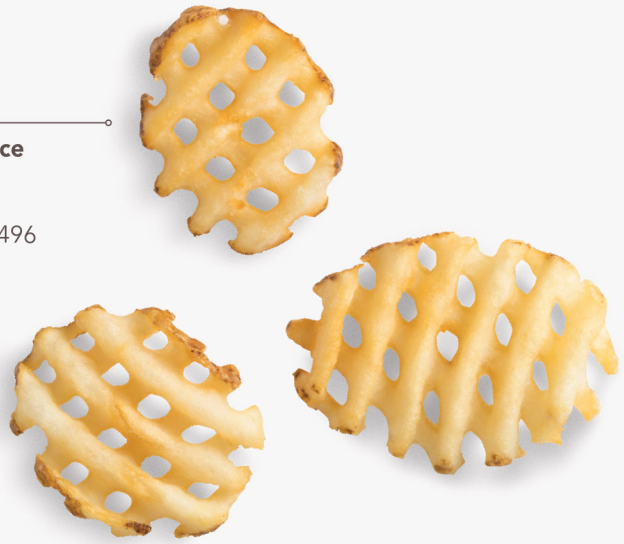


Clear Coated Straight Cut Fries, Skin On
3/8"
6/5lb
SKU: 10071179030140



Clear Coated Shoestring Fries
1/4"
6/4.5lb
SKU: 10071179479987

Clear Coated Lattice Cut Fries, Skin On
6/4.5lb
SKU: 10071179029496



Clear Coated Crispy Potato Strips 3/16" x 1"
6/5lb
SKU: 10071179046158







Clear Coated Straight Cut Fries
3/8"
6/5lb
SKU: 10071179043386

VG

Simplot CONQUEST DELIVERY+™

40+ MINUTE HOLD

Stays crisp. Here. There. Anywhere.

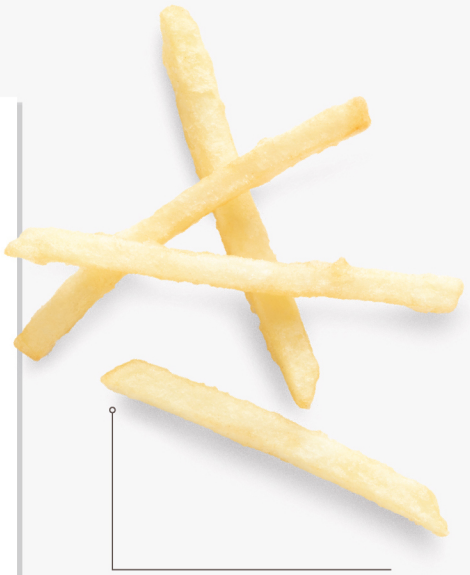
40+ minute hold time, the industry's longest. Stay crisp and delicious for the long haul. The unique clear coating makes them versatile enough for dine-in, drive-thru and catering too. Customers can reheat with just 15-20 seconds* in the mirowave.

SPECIFICATIONS KEY

VG Lacto-Ovo Vegetarian V Vegan
W Contains Wheat
M Contains Milk S Contains Soy

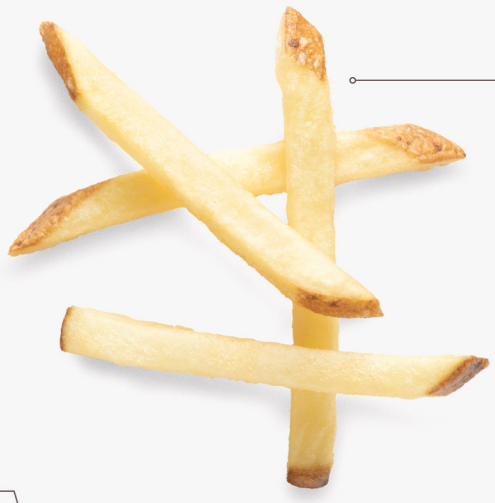
PREP KEY

Fryer | Convection Oven | Standard Oven | Flat Top Grill



Clear Coated Shoestring Fries
1/4"
6/4.5 lb
SKU: 10071179043416

VG

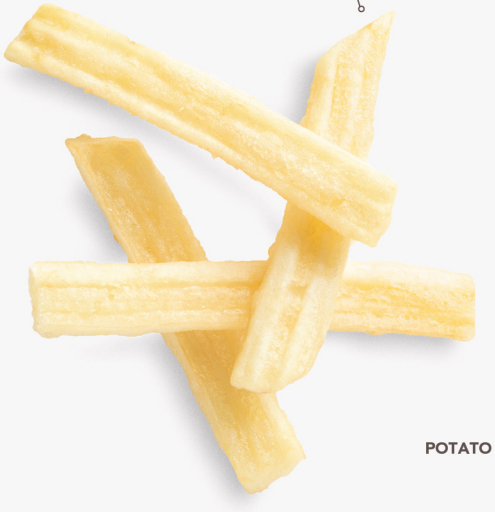


Clear Coated Straight Cut Fries, Skin On
3/8"
6/5 lb
SKU: 10071179048336

VG

Clear Coated Tin Roof Fries
6/5lb
SKU: 10071179048374

VG



REHEAT-ABLE!
Tell customers to microwave at home for 20 seconds to restore temperature and crispness*

* For best results, microwave within 30 minutes of delivery or one hour after cooking.

Simplot SWEETS

Natural appeal. True sweetness.

Cut exclusively from farm-cured sweet potatoes for unmatched natural sweetness.

SPECIFICATIONS KEY

VG Lacto-Ovo Vegetarian V Vegan
W Contains Wheat
M Contains Milk S Contains Soy

PREP KEY

Fryer | Convection Oven | Standard Oven | Flat Top Grill



Sweet Potato Slims Fries
3/16" x 3/8"
6/2.5 lb
SKU: 10071179027928

VG



Sweet Potato Shoestring Fries
1/4"
6/2.5lb
SKU: 10071179024651

VG



Seasoned & Battered FRIES

Our seasoned and battered fries add interest and crave-ability to any menu. See how adding a second or third fry choice can build your customer loyalty and profitability.

RECOMMENDED FOR:



MULTI-FRY MENUING



DELIVERY AND TAKEOUT



APPETIZERS

> On their own or as part of an appetizer, these fries add creative possibilities and the ability to upcharge.

ROBERTO ROMAN,
CORPORATE EXECUTIVE CHEF,
Simplot



Simplot seasonedCRISP®

Bold variety. Distinctly different

More flavor and crunch. Profitable second fry option, that can be bake or fry. Customers get to enjoy hot and crispy fry and perfect even without ketchup.

SPECIFICATIONS KEY

VG Lacto-Ovo Vegetarian V Vegan
W Contains Wheat
M Contains Milk S Contains Soy

PREP KEY

Fryer | Convection Oven | Standard Oven | Flat Top Grill

KRUNCHIE ITEMS feature pepper, herbs and spices reminiscent of old-fashioned fried chicken.

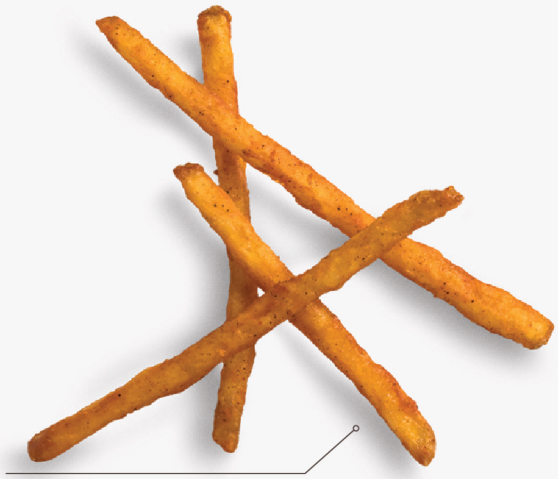


Krunchie Wedges®
Krunchie Battered Crinkle Cut Wedges, Skin On
8 cut
6/5lb
SKU: 10071179473039
VG V W



SIDEWINDERS™ Fries featuring SeasonedCrisp® brand Smokey BBQ batter Skin On, Original Cut
6/4lb
SKU: 10071179032182
VG V W

Simplot SeasonedCrisp® Smokey BBQ batter delivers a rustic, smokey flavor and a hearty crunch.



Buffalo Battered Julienne Cut Fries
3/16"
6/4.5lb
SKU: 10071179004172
VG V W

BUFFALO BATTERED ITEMS feature bold color and a spicy zing inspired by buffalo wing sauce.

Buffalo Battered Potato Slices
1/4"
6/4lb
SKU: 10071179479208
VG V W



NEW & IMPROVED

Simplot seasonedCRISP® DELIVERY+™

30+ MINUTE HOLD

Bold flavor. Here. There. Anywhere.

Deliver on flavor! With a 30+ minute hold time, new Simplot SeasonedCRISP® Delivery+™ Savory Fries stay crisp and tasty for the long haul.* Choose from eight skin-on, battered cuts seasoned with a savory blend of onion and garlic. Customers can even reheat them at home with just 15-20 seconds in the microwave. Dine-in or off-premise, these versatile fries give you a valuable second option that you can upcharge for!

SPECIFICATIONS KEY

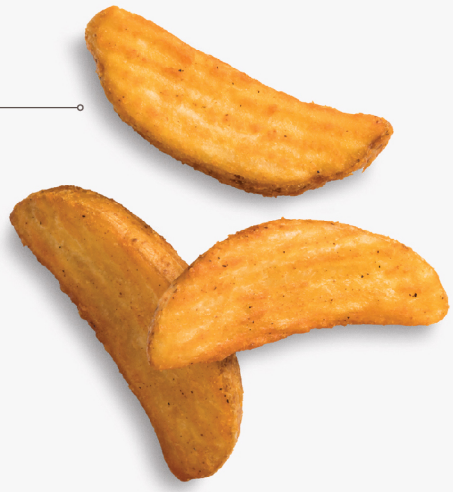
VG Lacto-Ovo Vegetarian | V Vegan
W Contains Wheat
M Contains Milk | S Contains Soy

PREP KEY

Fryer | Convection Oven | Standard Oven | Flat Top Grill



Savory Battered 3/8" Straight Cut Fries
6/5lb
SKU: 10071179471011
VG



Savory Battered Crinkle Cut Wedges, Skin On, 10 cut
6/5lb
SKU: 10071179478010
VG V W



Savory Battered Loops
6/5lb
SKU: 10071179470144
VG

Savory Battered Lattice Straight Cut Fries
6/4.5lb
SKU: 10071179479024
VG







SAVORY ITEMS are mildly spicy with a mix of onion, garlic and paprika for the rustic appeal and savory flavor customers love.

Simplot Sidewinders™ FRIES

Amazing flavors. Eye-popping appeal.

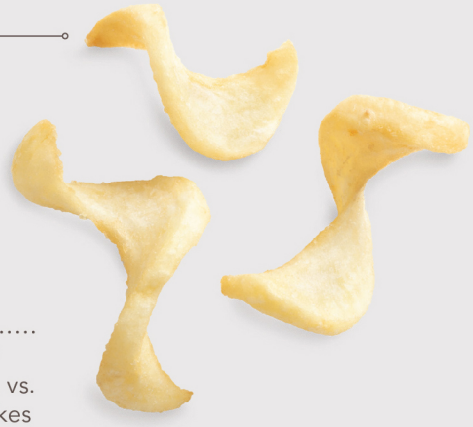
Only from Simplot! Our revolutionary SIDEWINDERS™ Fries feature an unforgettable shapethat jumps off the plate as a side or profit-building appetizer. Available in four popular flavors!

SPECIFICATIONS KEY

VG Lacto-Ovo Vegetarian V Vegan
W Contains Wheat
M Contains Milk S Contains Soy

PREP KEY

Fryer | Convection Oven | Standard Oven | Flat Top Grill



SIDEWINDERS™ Fries featuring Conquest® brand clear coating, Original Cut
6/4lb
SKU: 10071179032168
VG V

The unseasoned Conquest® batter triples their hold time vs. coventional fries - which makes them a great option for takeout and delivery.



SIDEWINDERS™ Fries featuring SeasonedCrisp® brand J.R. Buffalos® batter Skin On, Original Cut
6/4lb
SKU: 10071179032175
VG V W

Our J.R. Buffalos® batter is packed with lasting crunch, bold color and a spicy zing inspired by buffalo wing sauce.



SIDEWINDERS™ Fries featuring Bent Arm Ale® brand Craft Beer Batter® Skin On, 8 Cut
6/4lb
SKU: 10071179029182
VG V W

BENT ARM ALE® Craft Beer Batter wows your patrons with a rich, amber color and light caramel and molasses flavor notes.

Simplot

BENT ARM ALE. CRAFT BEER BATTERED FRENCH FRIES

Amazing flavors. Eye-popping appeal.

Created with true craft beer! Premium Apollo hops and two-row malt give Simplot BENT ARM ALE® Beer-Battered Fries a rich, amber color and light caramel and molasses flavor notes.

SPECIFICATIONS KEY

VG Lacto-Ovo Vegetarian V Vegan
W Contains Wheat
M Contains Milk S Contains Soy

PREP KEY

Fryer | Convection Oven | Standard Oven | Flat Top Grill

Simplot MEGACRUNCH

**More flavor. More crunch.
More possibilities.**

More flavor and crunch featuring our thickest, unseasoned batter. With skin-on appeal, these crave-worthy, premium fries always satisfy and stay crisp longer—perfect for take-out and delivery.

SPECIFICATIONS KEY

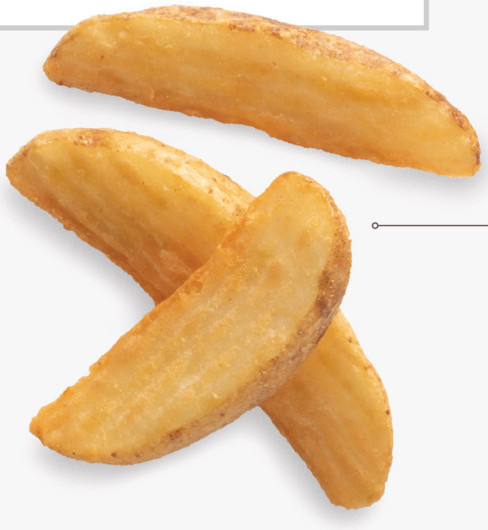
VG Lacto-Ovo Vegetarian V Vegan
W Contains Wheat
M Contains Milk S Contains Soy

PREP KEY

Fryer | Convection Oven | Standard Oven | Flat Top Grill



Battered Potato Slices, Skin On
1/4"
6/5 lb
SKU: 10071179047902
VG V W



Battered Crinkle Cut Wedges, Skin On, 10 Cut
6/5 lb
SKU: 10071179020646
VG V W





Battered Straight Cut Fries 3/8"
6/5 lb
SKU:10071179027515

VG V W

Simplot Thunder Crunch™

You can't out-crunch this crunch.

Lovely golden color, the most crunch of any Simplot Fry! Excellent hold time and crispness for take-out and delivery.

SPECIFICATIONS KEY

VG Lacto-Ovo Vegetarian V Vegan
W Contains Wheat
M Contains Milk S Contains Soy

PREP KEY

Fryer | Convection Oven | Standard Oven | Flat Top Grill



Formed & Specialty POTATOES

Everyone loves a little variety, and our formed and specialty potatoes deliver with a wide range of shapes, amazing crispness and outstanding potato flavor.

RECOMMENDED FOR:



DELIVERY AND TAKEOUT



MULTIPLE DAYPARTS



APPETIZERS

> If you're looking for something a little different, our formed and specialty products are a smart way to go.

MICHAEL THRASH,
CORPORATE EXECUTIVE CHEF,
Simplot





Tater Gems®, Reduced Sodium
6/5 lb
SKU: 10071179004189

Simplot TRADITIONAL

The best formed potatoes, shreds and slices.

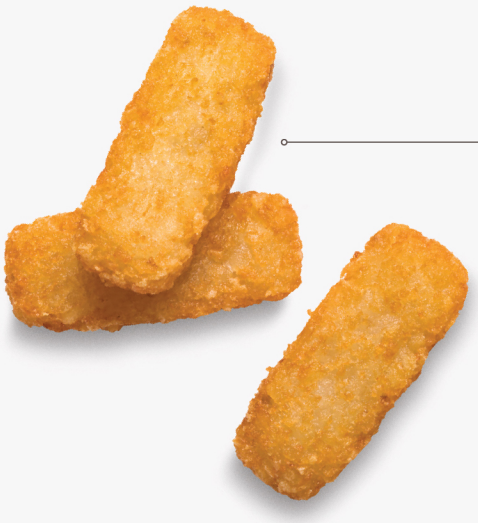
Cut exclusively from premium-quality potatoes, Simplot Traditional potato products deliver rich taste in every bite. And they're available in a wide variety of shapes and formats.

SPECIFICATIONS KEY

VG Lacto-Ovo Vegetarian V Vegan
W Contains Wheat
M Contains Milk S Contains Soy

PREP KEY

Fryer | Convection Oven | Standard Oven | Flat Top Grill



Tater Sticks™
6/4 lb
SKU: 10071179372271

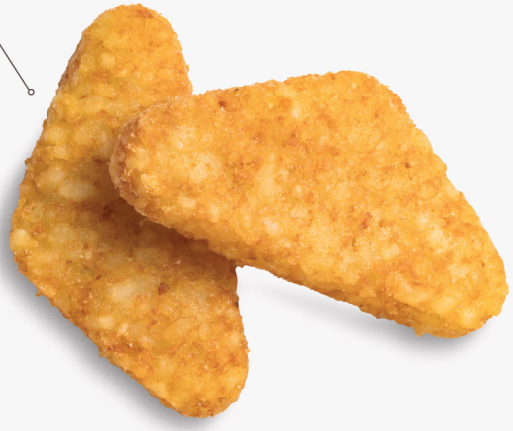


Tater Bucks®
6/5 lb
SKU: 10071179374220





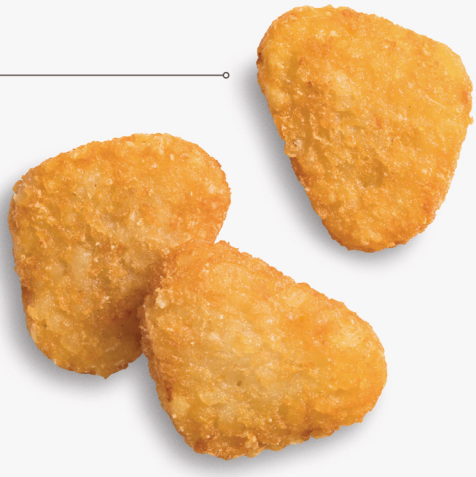
Tater Triangles
6/5 lb
SKU: 10071179280224





Shredded Hash Browns
6/3 lb
SKU: 10071179364580

Tiny Triangles
6/5 lb
SKU: 10071179283010





Hash Brown Patties
12/10ct
SKU: 10071179343301
(pictured)

12/20ct
SKU: 10071179340416



Hash Brown Patties
6/5 lb
SKU: 10071179430018



Simplot Spudsters
CRISPY MASHED POTATO BITES

Crispy mashed potato bites.

Delicious mashed potato bites - crispy on the outside, soft and delicious on the inside. Great hold time and available in a rich buttery flavor. Suitable as a side or appetizer. Wonderful with dips. In a word, irresistible!

SPECIFICATIONS KEY

VG Lacto-Ovo Vegetarian V Vegan
W Contains Wheat
M Contains Milk S Contains Soy

PREP KEY

Fryer | Convection Oven | Standard Oven | Flat Top Grill



Butter Flavored Mashed Potato Bites
4/5 lb
SKU: 10071179299028
M S



Roasted
POTATOES

Our innovative roasted potato lineup offers upscale choices with mouthwatering roasted flavor and color.

RECOMMENDED FOR:



LABOR SAVING



TAKEOUT & DELIVERY



MULTIPLE DAYPARTS

The median price of roasted dishes is up **17%** over 4 years[1]

81% of diners love or like roasting[2]

1. Datassential MenuTrends, 2017
2. Datassential SNAP™, 2018





Baby Bakers™ Roasted Potatoes
6/2.5b
SKU: 10071179000488
VG V

Simplot roastworks

A garden of fresh-roasted flavor.

Simplot RoastWorks® roasted potatoes are fully roasted and perfectly seasoned with a hand-cut and house-made appearance. A variety of cuts, colors and flavors provide numerous ways to reinvent your menu, and generous piece sizes provide great plate coverage.

SPECIFICATIONS KEY

VG Lacto-Ovo Vegetarian V Vegan
W Contains Wheat
M Contains Milk S Contains Soy

PREP KEY

Fryer | Convection Oven | Standard Oven | Flat Top Grill



Mashed
POTATOES

There's no better mashed potatoes than ones made with 100% real potatoes. Ours are as close as you can get to scratch-made without peeling, boiling and mashing them yourself. Great for any mashed occasion.

RECOMMENDED FOR:



LOADED MASHED POTATOES



MULTIPLE DAYPARTS



CATERING AND BUFFETS

> There's tremendous, untapped creative potential in mashed potatoes. These products make it easy.

DIANNA FRICKE,
DIRECTOR OF CULINARY, CEC,
Simplot



Simplot FARMHOUSE Originals

Scratch-made quality made effortless.

Frozen mashed potatoes are as close as you can get to scratch-made without peeling, boiling and mashing them yourself. Just heat and serve for fluffy mashed that tastes great and holds up to two hours.

SPECIFICATIONS KEY

VG Lacto-Ovo Vegetarian V Vegan
W Contains Wheat
M Contains Milk S Contains Soy

PREP See www.simplotfoods.com

Home Cooked Style Mashed Potatoes
6/4lb
SKU: 10071179299264
See www.simplotfoods.com for prep instructions
VG M



Harvest Fresh™
AVOCADOS

Simplot Harvest Fresh™ Avocado products are always peeled, pitted, and ready to use, so you can focus less on prep and more on keeping customers coming back for the flavors they crave.

PERFECTLY READY

100% Hass avocados ripened to perfection. It's fresh, just faster.

ON-TREND

Elevates your menu's perception and commands higher margins.

CONSISTENTLY PRICED, ALWAYS AVAILABLE

Avoid the seasonal price spikes and shortages common with raw fruit.

RAW FRUIT VS. HARVEST FRESH™

Watch this cost analysis and see which is better.



Harvest Fresh™ Avocado Pulp

The creamy, smooth texture of this premium pulp makes it ideal as a base for sauces, dips, toppings and more.

Avocado Pulp, Frozen
12/1lb
SKU: 10071179932260
VG V GF

6/3lb
SKU: 10071179936220
VG V GF



Simplot HARVEST FRESH™ avocados

The fruit of inspiration.

Perfectly ripened and always ready avocado pulp, guacamole, slices, dices and halves. Chilled or frozen. Our hand-picked avocados will take dishes across your menu to delicious new heights.

SPECIFICATIONS KEY

VG Lacto-Ovo Vegetarian V Vegan
GF Gluten-Free

Simplot Harvest Fresh™ Chunky Avocado Pulp

A delicious, chunky pulp that makes a great starting point for your own guacamole, toppings and more.

Chunky Avocado Pulp, Frozen
8/1lb - Trays
SKU: 10071179032380
VG V GF





Use as a topping or ingredient in salads, flatbreads, desserts, smoothies, sandwiches, burgers, condiments, Mexican dishes, and as a replacement for butter and mayo to add the "superfood" halo.



AVOCADO

is the fastest growing premium burger topping over the last 4 years at +11.9%.

Datassential Menu Trends (2020)







Simplot Harvest Fresh™ Avocados Western Guacamole

Western is our mildest guacamole, with just the right amount of red bell pepper, onion, salt, jalapeño pepper, garlic and lime juice.

Western Guacamole, Frozen
6/3 lb
SKU: 10071179029830
VG V GF





Extreme Supreme Guacamole, Frozen
12/1lb
SKU: 10071179932666
VG V GF

Simplot Harvest Fresh™ Avocados Extreme Supreme Guacamole

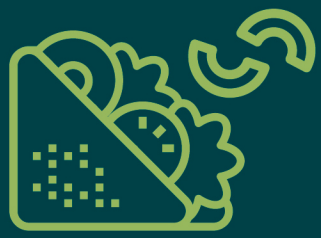
A chunky medium-spiced option featuring jalapeño, cilantro flavor and pieces of tomato for consistent, authentic flavor.



34% of consumers who purchase appetizers or entrées as snacks would order chips and guacamole while **11%** would order avocado toast.

Technomic Inc., Snacking CTR, 2020





34% of consumers would be likely to order avocado as a topping for breakfast sandwiches at a restaurant.
38% say the same for lunch/dinner.

Technomic Inc., 2020



Simplot Harvest Fresh™ Diced Avocado

These generous dices of Hass avocado elevate your salads, soups and more while eliminating labor.

Diced Avocado, Frozen
12/2 lb
SKU: 10071179029410
VG V GF





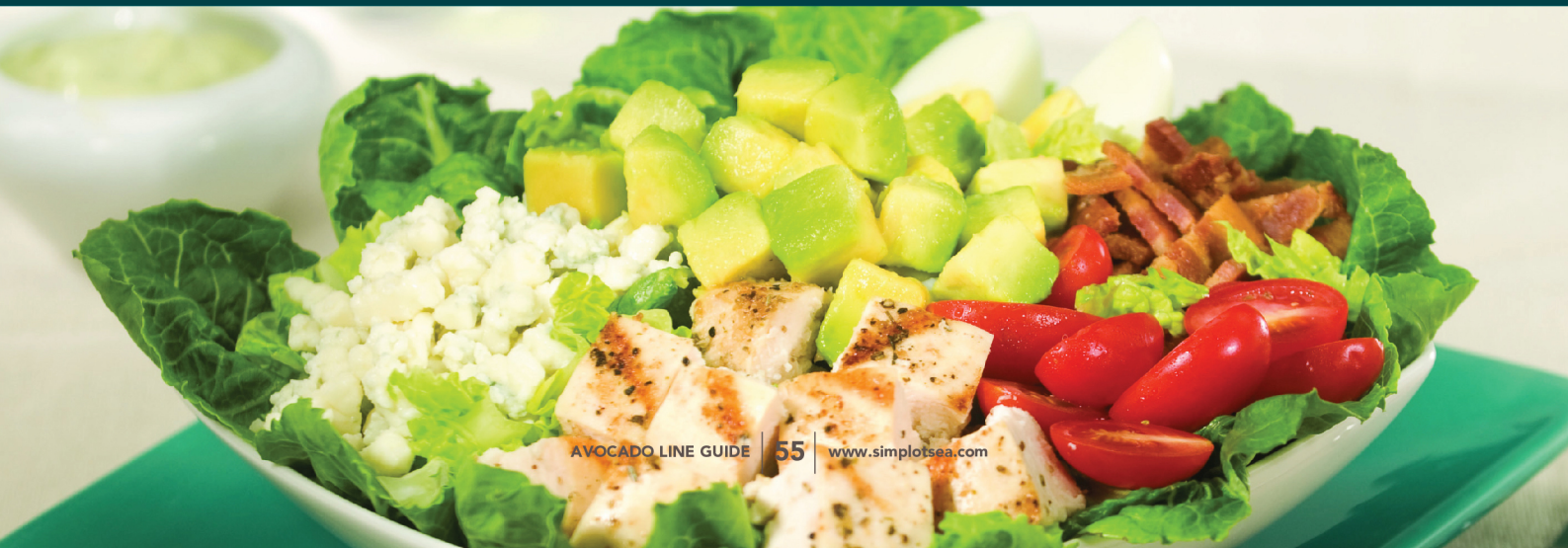
Simplot Harvest Fresh™ Avocado Halves

Slice them, dice them or mash them to your preferred texture for your own signature recipes.

Avocado Halves, Frozen
12/2 lb
SKU: 10071179026938
VG V GF

RAW FRUIT VS. HARVEST FRESH™

Watch this cost analysis and see which is better.



Fruits
& VEGETABLES

Premium, hand-cut appearance, bright color, and outstanding flavor for upscale presentations.

RECOMMENDED FOR:

PREMIUM, HAND-CUT LOOK	**GREAT FLAVOR AND BRIGHT COLORS FOR HIGH PLATE APPEAL**	**100% USABLE, NO TRIM, LOSS OR WASTE**



Simplot
simple goodness™
FRUITS & VEGETABLES

Fresh-picked simplicity.

Premium, hand-cut appearance, bright color, and outstanding flavor for upscale presentations. We do all the washing, slicing and trimming, so you get only 100% usable product and 0% waste.

SPECIFICATIONS KEY

VG Lacto-Ovo Vegetarian V Vegan
W Contains Wheat
M Contains Milk S Contains Soy

PREP KEY

Thaw and Serve | Stove Top / Sauté | Microwave



Triple Berry Blend
4/5 lb
SKU: 10071179016311
VG V GF



Dark Sweet Cherries
1/20 lb
SKU: 10071179026662
VG V GF



Whole Strawberries
1/10 lb
SKU: 10071179199236
VG V GF





Blueberry
1/20 lb
SKU: 10071179199007
VG V GF

Simplot

simple goodness™ FRUITS & VEGETABLES

Fresh-picked simplicity.

Premium, hand-cut appearance, bright color, and outstanding flavor for upscale presentations. We do all the washing, slicing and trimming, so you get only 100% usable product and 0% waste.

SPECIFICATIONS KEY

VG Lacto-Ovo Vegetarian V Vegan
W Contains Wheat
M Contains Milk S Contains Soy

PREP KEY

Thaw and Serve | Stove Top / Sauté | Microwave



RTE Cut Corn, Simply Sweet®
12/2.5 lb
SKU: 10071179187332

VG V GF

READY TO EAT







LET'S MAKE SOMETHING GREAT TOGETHER.™










Simplot

SOUTHEAST ASIA

potatoes | avocados | fruits | vegetables

www.simplotsea.com






©2022 J.R. Simplot Company