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SKINCREDIBLES™ BABY POTATO SKINS – A NEW WAY TO CREATE ON-TREND PLATES
Simplot® Inspires Operators with Versatile Bite-Sized Potatoes

(Boise, Idaho, February 26, 2007) – Simplot introduces Skincredibles Baby Potato Skins -- hand-cut, ready-to-fill potato skins that combine convenience and flavor providing endless limits for any foodservice operator's imagination. Made from a special variety of baby Russets, these versatile bite-sized potato halves arrive already scooped, just waiting for a creative touch.

Available only from Simplot, the Individually Quick Frozen (IQF) Baby Potato Skins deliver a value-added base at a low cost. The blanched baby potatoes need minimal prep work – operators just fry or bake, and fill. It's so easy to take advantage of the unlimited menu possibilities that Baby Potato Skins deliver.

Baby Potato Skins let operators leverage the exploding consumer appeal of the tapas and small-plate dining trend. Operators can invent an infinite array of eye-catching toppings and gourmet stuffings for these unique, flavorful potatoes, making signature menu items more convenient than ever.

These little potatoes pack a powerhouse of possibilities as a regular menu item or special offering. Baby Potato Skins inspire versatile presentations that fit multiple dining occasions – from upscale cocktail appetizers to quick, fun bar snacks.

Baby Potato Skins are just one more example of how Simplot delivers top-quality on-trend new products that build menu originality. Another first-to-market product introduction, Baby Potato Skins work across multiple segments – from casual to fine dining, to lodging, casinos, and self-op catering. Baby Potato Skins add a crowd-pleasing trend to the menu, along with plenty of room for creativity.

About Simplot

One of the largest privately held food and agribusiness corporations, Simplot generates revenues exceeding \$3 billion annually. The company's largest division, Simplot Food Group, provides high quality french fries, potato products, fruits, vegetables and other value-added specialty products to the foodservice industry and major restaurant chains. Learn more about Simplot innovation at www.simplotfoods.com.

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