

INTRODUCING THE

DAKOTA DIAMOND RUSSET™

THE PERFECT POTATO FOR FRESH-CUT FRIES



- ✓ NO SOAKING OR BLANCHING NEEDED
- ✓ ABSORBS LESS OIL THAN OTHER POTATOES
- ✓ NON-GMO AND LOCALLY GROWN

Experience our great tasting fresh-cut french fries with no soaking or blanching!

The Dakota Diamond Russet makes perfect fresh-cut fries because of its high density, great flavor and consistent performance. You'll appreciate an improved frying process, and the longer hold time after cooking. Taste the farm-to-table freshness from the best potatoes in the country, grown in the Northern Plains region.

CONSISTENCY

- Performs consistently with very little variation in taste or texture in all seasons
- Maintains a longer hold time to maintain freshness, firmness and flavor

APPEARANCE

- Doesn't darken at different times of the year
- Maintains a light golden color after frying, with no dark sugar ends

SUPERIOR FLAVOR

- The high density of this potato delivers a superior flavor
- Makes better tasting fresh-cut fries since there is no need to soak or blanch

HEALTHIER FRENCH FRIES

- More nutrition and less fat in the Dakota Diamond Russet than other fries
- Less calories in the final product than other fries, making them more appealing to health-conscious consumers.

STORAGE

- The Dakota Diamond Russet can be stored as low as 42° F without any change in fry color. The Russet Burbank cannot be stored below 48° F
- The Dakota Diamond Russet can be stored for 13 months and maintain consistency in all characteristics



IMPROVED FRYING PROCESS

Save time and expense during preparation. Just cut and fry! No soaking or blanching needed.

LESS FRY TIME NEEDED

Cook the perfect fresh-cut French fries in less than 4 minutes! Fry at 350° for 3 minutes & 45 seconds.

ABSORBS LESS OIL WHEN FRYING

The high density of the Dakota Diamond Russet potato means it absorbs less oil than other potato varieties when frying, reducing the amount of oil used.

See our cooking tips video on our website:
www.WhiteDiamondPotatoes.com

For more information, write:
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WhiteDiamondPotatoes.com

Ask us about our innovative new Russet variety for fresh-cut fries available in 2014!