



**Potatoes**  
with Personality!

**HAPPY  
HOLIDAYS!**

from  
The Little Potato Company



## Win a little taste of Paris!

### Enter to win a little taste of Paris

If you buy a specially tagged bag of *Chérie potatoes*, check the contest tag for an entry code and submit it online: [www.littlepotatoes.com/contest](http://www.littlepotatoes.com/contest).

**Contest runs  
Jan. 10, 2011 to  
April 30, 2011!**



To celebrate the annual arrival of our favourite French beauty – the impeccably stylish and fabulously delicious *Chérie potato* – we’re sending one lucky couple to the City of Lights!

**This spectacular trip for two to Paris, France includes return airfare from any major city in Canada and seven night’s accommodation! That’s a prize package worth \$3,000!**

This trip is almost as special as our *Chérie potato* itself, which is only available on a seasonal basis each year.

Note: The prize will be given in the form of a \$3,000 travel gift card. Open to residents of Canada (excluding Quebec). Prize winner must answer a skill-testing question. Contest closes April 30, 2011 at 5:59 p.m. Chances of winning depend on number of entries received. NO PURCHASE NECESSARY.

### The health benefits of giving

In this Season of Giving, you hear many people say, “It is better to give than to receive.” And most of us take this as a self-evident truth. But some scientists are actually questioning the statement – *Is it truly better to give than to receive? In what ways? And how do you prove it?*

First, let’s agree that giving can mean a number of things. It can mean giving money or buying something for someone – but it can also mean giving time, reaching out with a kind word, lending a hand or ear to someone who needs it, helping someone across the street, delivering a compliment, etc.

All of these different ways of giving bring physical and psychological benefits to the one doing the giving, according to research.

*Continued*

### Get the inside scoop!

Don’t miss out on exclusive discounts, recipes and contest information. Join the conversation with other potato fans online!



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## Helper's High

Allan Luks is an expert in how helping others can benefit one's emotional and physical health. He has identified what he calls "Helper's High." This is the rush of euphoria, followed by a longer feeling of calm, which is triggered by the release of endorphins after an act of giving. It is similar to what is known as a "runner's high" after exercising.

Luks believes that giving eases stress in the body, which can then lead to the following positive health effects:

- possible strengthening of the immune system
- decrease in both the intensity and awareness of pain
- activation of emotions vital to good health
- reduction of attitudes, such as hostility, that negatively arouse and damage the body
- multiple benefits to the body's systems provided by stress relief

## MRIs measure the effect

A few years ago, ABC News 20/20 went to the National Institutes of Health (the national medical research agency in the U.S.) for a story on giving. A neurologist there took MRI brain scans that showed the parts of the brain that activate when you get a reward – releasing feel-good chemicals in the brain like dopamine – are the same ones that activate when you give. In fact, they activate more when you give, than when you receive.

And if you give your family and friends the gift of our little potatoes at your Christmas table this year, you can feel extra good about making a wholesome, quality choice.



## LPC giving in the community

Especially because the holidays are so centred around food, this is the time of year many of us donate to food banks, volunteer in soup kitchens and find other ways to give to those less fortunate in our society.

At The Little Potato Company, we like that our work can help feed the community – and we strive to do so the whole year round. Each month, we give 2,100 pounds of potatoes to the food bank. That's more than 25,000 pounds each year. We also make charitable contributions that focus on organizations and events that promote health, wellness, personal well being, family and the coming together of people.

[Click here for more information about our commitment to the community.](#)

## Yes, you can microwave our potatoes

Microwaves have come a long way since they first came onto the market in 1947. Back then, microwaves stood almost six feet, weighed over 750 pounds and cost about \$5,000 each. Many years and many refinements later, microwaves have become a practical necessity in most kitchens today. They have altered our cooking habits forever.

That's why it's no surprise that we often hear questions from customers about whether they can microwave our potatoes. The answer? Yes – very easily. In fact, our potatoes are versatile and can be easily *cooked in many different ways.*



**Microwave 5 min.** Place potatoes in a microwave-safe bowl. Add water until potatoes are just covered. Microwave on high for 5 minutes or until tender. Drain water.



**Boil 15 min.** Place potatoes in a pot. Add water until potatoes are just covered. Bring water to boil, and then cook for 15 minutes or until tender. Drain water.



**Roast 40 min.** Preheat oven to 400° F (200° C). Toss potatoes in your favourite cooking oil. Place potatoes on a cooking sheet. Cook for 40 minutes or until tender.



**Grill 40 min.** Preheat grill to 400° F (200° C). Toss potatoes in your favourite cooking oil. Wrap potatoes in aluminum foil or place in a grill-safe pan. Cook for 40 minutes or until tender.





## What makes a potato “little”?

The food industry sizes potatoes into four main categories: large, medium, small and creamer. These categories are based on their diameter size (see the chart below). Creamers are the smallest of all potatoes. (Also the best and most delicious, but we have an obvious bias here!)

Size Designation	Minimum	Maximum
Creamer	3/4"	1 5/8"
Small	1 3/4"	2 1/2"
Medium	2 1/4"	3 1/4"
Large	3"	4 1/2"

At The Little Potato Company, growing the perfect little potato is our passion and our business. Our *potato varieties* are designed to grow only to the creamer size. This is different from other “little” potatoes on the market that are actually prematurely killed crops or off-grades. We believe you can see and taste the difference in the real deal.

We have an exclusive relationship with Tuberosum Technologies, a company that researches and breeds new and unique *varieties* just for us. We own the proprietary rights to all of the varieties they’ve brought us, which were sourced from the Netherlands, Germany and France. And, like global potato hunters, we continue to search the world for other unique, naturally “little” varieties.

### Another note on sizing

By national regulations, we could pack any potatoes between 3/4” (20 mm) and 1-5/8” (41 mm) in one bag. Technically, all these potatoes are in the creamer category and can be bagged together. However, we’ve found even small variations in size can cause problems for our customers when cooking.

So, we actually size within the creamer category to ensure all the potatoes we pack in a bag will cook within the same time frame. We size as follows:

- 20-25 mm
- 25-30 mm
- 30-35 mm
- 35-41 mm

Some people might call us picky for going to these lengths. But when it comes to food quality, we take “picky” as a compliment!



## Wondering if our potatoes are genetically modified?

We’ve received some questions lately about whether our potatoes are genetically modified. That shows people are wondering how their food is being grown and getting involved by asking questions. That’s a good thing.

The Little Potato Company is committed to producing and selling potatoes in the way nature intended. No GMOs here. *You can read more on our website here.*

## Guess they never heard “don’t play with your food”

Here at The Little Potato Company, we pride ourselves on elevating the wee creamer potato into an art form. But then we searched online for “potato art,” and wow, have we been humbled!

There are talented artists all over the world making amazing art with potatoes. *Painting potatoes*, making *art installations* and creating *sculptures* out of potatoes – it’s quite impressive!

Google “potato art” and see for yourself. If you get inspired to make some potato art, post it on our *Facebook* page! Or *Tweet it!* We may even print it here in a future issue.



# Food trends for 2011

With the year about to turn, people in the food and restaurant industry have taken out their crystal balls and started making predictions for 2011 food trends. Here's a look at what may be coming:

- Pies, both sweet and savoury
- Mini everything: mini plates, mini portions, mini desserts
- Abandoning sauces for dried, crumbled, powdered ingredients to add texture and flavour
- More vegetables and vegetarian dishes
- Signature breads
- Bellies: as in goat and lamb bellies



## Festive recipes from Chef Brad

### Potato and bacon soup with grainy mustard

To me, little potatoes and bacon are a perfect marriage of flavours. You can also substitute ham or pancetta for the bacon, or leave the meat out completely. Because these potatoes have so little starch, I thicken the soup with a little cornstarch to give it body. (It's also celiac friendly.)

4 bacon slices, 1/4" thick  
1/2 cup onion, diced  
2 lbs *BLUSHING BELLE POTATOES*,  
cut in sixths  
(or your favourite LPC variety)  
1-1/2 teaspoons kosher salt  
1/4 teaspoon coarse black pepper  
1/4 teaspoon dry thyme  
1 teaspoon sherry or red wine vinegar  
1/4 cup grainy mustard  
1 litre chicken stock  
2 tablespoons cornstarch  
1/4 cup cold water  
1/2 cup sour cream (optional)

In a heavy saucepan, fry the bacon until just crisp. Remove, drain on a paper towel and set it aside for garnish. Drain the bacon fat, leaving about 1 tablespoon still in the pan.

Over medium high heat, add the onions and cook until just soft. Add the potatoes, salt, pepper and dry thyme and cook for 5 minutes, making sure the potatoes are well coated. Add the vinegar and mustard and stir well to evenly coat the potatoes. Add the chicken stock and simmer uncovered for 30-45 minutes, or until the potatoes are fork tender.

Mix together the cold water and cornstarch, and then pour into the hot soup while stirring. Let simmer for 15 minutes and adjust the seasoning. Turn the heat off, cover the soup and allow to "steep" for 15 minutes.

Serve with reserved bacon bits and sour cream.

### Whipped potatoes with sour cream

Is there a better comfort food? One of my favourite dinners on a cold winter day is roasted chicken, mashed potatoes, gravy, and green peas. My new favourite potato for mashing is the Piccolo because it's rich, creamy and so good.

If you want to add flavourings (roasted garlic, fresh herbs, horseradish etc.), feel free to play, using about 1/4 cup to start with.

**Part A:**  
2 lbs *PICCOLO POTATOES*,  
(or your favourite LPC variety)  
1 tablespoon kosher salt

**Part B:**  
2 teaspoons kosher salt  
1/2 teaspoon coarse black pepper  
2 tablespoons melted butter  
1/4 cup whipping cream  
1/2 cup sour cream

**Part A:** Since LPC's potatoes come already washed with similarly sized potatoes packaged together – I simply open the bag, dump the potatoes into a large saucepan and cover with cold water. I bring this to a boil, add salt, turn down the heat and simmer for 20 minutes or until the potatoes are tender. Try not to boil the potatoes for this dish because it can break them up.

**Part B:** Once the potatoes are done, drain them well. Pour the potatoes into a stand mixer and mix on medium-low speed for 2 minutes to make sure there are no lumps. Add the salt and pepper and mix well. Then add the remaining ingredients, mix well, adjust seasonings and serve. (The potatoes can also be placed in a metal bowl, wrapped with plastic wrap, and set over a saucepan of water on the lowest heat setting until ready to serve.)

### Parmesan potatoes au gratin

Who doesn't like scalloped potatoes? A restaurant where I used to work served a version of this dish, but we used large potatoes that we had to slice. That might be okay when you have a kitchen brigade, but the recipe is easier when you use little potatoes. And Piccolo's creamy texture will make this dish a family favourite.

2 lbs *PICCOLO POTATOES*, cut in half  
(or your favourite LPC variety)  
2 cups whipping cream  
1 teaspoon kosher salt  
1/2 teaspoon coarse black pepper  
1/3 cup grated Parmesan, or any hard cheese

Preheat oven to 400° F (200° C).

In a medium saucepan, mix the cream, salt and pepper. Add the potatoes and bring to a boil. Lower the heat and simmer uncovered, stirring frequently, for 15 minutes, or until fork tender and the cream is reduced by about a third.

Pour the potato mixture into an ovenware baking dish; spread evenly. Sprinkle with grated cheese and bake for 15 minutes, until cheese is brown and bubbling. Let sit for 10 minutes, stir gently and then serve.

▶ **For more great recipe ideas, visit our website by clicking here.**

▶ **Submit your favourite little potato recipe by clicking here. Maybe you'll see it in our next issue!**

