

# All the news that's fit to harvest



Potatoes  
with Personality!

OCTOBER 2010



## Meet Brad – he loves to cook

At The Little  
Potato Company,  
we feel lucky to

have an über-talented chef on board to create inspiring recipes with our unique varieties of potatoes. His name is Chef Brad Smoliak (we like to call him our potato guru), and he will make your taste buds dance!

In our last newsletter, we introduced you to Chef Brad and gave you some career highlights: he cooked for Her Majesty Queen Elizabeth II, helped found one of Canada's most respected restaurants and is a highly sought-after resource for food and recipe advice. (Honestly, we don't know how he stays so humble!)"

This issue, we really grilled him.

### What exactly do you do for LPC?

I love potatoes and I love cooking, so I work with LPC to show people new, great ways to cook potatoes. Little potatoes are unique. When it comes to cooking them, I like to get people to think not necessarily "outside of the box" – but on "the perimeter of the box." Take what you know and push it a little. Potatoes can be a snack or an appetizer, as well as a trusty side dish.

### How did you decide to become a chef?

I was about six years old when I decided to become a chef. I have two babas and an uncle that were great cooks, and I loved watching cooking shows: Julia



Child, Graham Kerr, and even the CBC cooking-talk show "Celebrity Cooks" with Bruno Gerrusi.

### How do you create new dishes?

I just start playing with flavours and ideas that may have worked before or that I may have seen before. I adapt the idea to what I'm trying to accomplish and to the people I'm cooking for. With potatoes, there are so many different options out there, so I look to do something different without getting too crazy. I have a philosophy that I won't make anything I wouldn't feed my family – that means minimal ingredients, minimal preservatives.

### Aside from food, what else is important to you?

Family, friends, enjoying life and having the opportunity to travel.

### Final thoughts?

Get the whole family involved in meal preparation. Get your kids in the kitchen, show them how to cook simple things and let them go from there. Enjoy cooking, and don't be afraid to try different foods and flavour ideas.

### The floor is now open...

Got a food-related question? Want some new recipe ideas? Wondering the best way to cook something?

#### Ask our potato guru – Chef Brad!

He's available to answer all your cooking questions.

▶ [Click here to get in touch with him.](#)



## At a Women's Show near you!

Fun, fashion, food, interesting guest speakers – we love a good Women's Show! We'll be participating in the following show this November. If you're in the area, stop by our booth for free samples, great recipe ideas and new information about our products.

### Toronto

National Women's Show | Nov. 5-7

## Follow us online!

Join The Little Potato Company and other LPC fans online for exclusive discounts, recipes and contest information.



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## Processed vs packaged



We've all heard about certain breads that can last on shelves for months and months and sponge cake that can supposedly survive nuclear fallout. The folklore surrounding processed foods has been going around the campfire for a long time.

But what is processed food exactly? In the broadest sense, it can be any kind of food whose raw ingredients have been modified in some way. One extreme example is space food, where regular food is transformed into something almost entirely unrecognizable so it can be consumed

under zero gravity. But in the most commonly used sense, processed food is food that has been altered to be more marketable, have a longer shelf life and be more easily mass produced.

Processed foods are typically sold on their convenience. But it's usually more expensive to live on processed food compared to home preparation, and poor quality ingredients and sometimes questionable processing and preservation methods are major detractors.

Now, compare processed foods to simply packaged foods, like the products we offer at The Little Potato Company. We offer convenient, easy-to-prepare food – going from the bag to the plate in 15 minutes – but it's still genuine, fresh and unprocessed food.

Sure, we've washed the potatoes for you, but we don't believe in modifying them. You won't find any preservatives or funny words on the ingredient list you can't pronounce. With us, what you see is what you get – convenient AND wholesome, nutritious food.



Ooh la la! Our favourite French beauties – the impeccably stylish and fabulously delicious [Amandine](#) and [Chérie](#) potatoes – are finally here. These fabulous little potatoes are only available on a seasonal basis every year – from November to April.

Originating in France, these varieties are exclusive to The Little Potato Company. Amandine is sleek, savoury and fantastically flawless. It's known for its perfectly smooth skin and sweet, fresh taste. Chérie is hearty,

wholesome and beautifully bold. With a ruby coloured skin and unique oblong shape, this potato is as nice to look at as it is to taste.

Make use of these beauties while they last! Look for them at a store near you.

**Psst... we're working on a great contest to celebrate the arrival of Amandine and Chérie. (It may involve a trip to France.) Stay tuned ... more info to come in our next newsletter and on our [website!](#)**



## Show us your personality – take our customer survey and win

At The Little Potato Company, we're all about personality. Over the years, we've tried to show you [who we are and what we're about](#). We've also tried to showcase the distinct personalities of each of [our potato varieties](#).

Now, in an effort to improve what we do, we'd like to know more about you. What's important to you? What are your likes and dislikes? How can we serve you better?

Please take a moment to show us your personality. All those who complete the survey will be entered into a contest to win a 10-piece Lagostina pot set and a one-month supply of LPC potatoes.

[Take our customer survey now.](#)

## Potatoes – a natural stain remover?

We haven't actually tried it (our little potatoes are too delicious to escape our plates!) but apparently, potatoes are a natural stain remover. If you get a stain on your clothing, you're supposed to let it dry and then rub a fresh potato over it for a couple of minutes. Wash your clothes with laundry detergent and water as normal. According to potato-laundry enthusiasts, the enzymes in the potato will probably have removed most, if not all, of the stain.

## Festive recipe ideas

[For more great recipe ideas, visit our website by clicking here.](#)



## Thanksgiving beyond mashed potatoes

To some of us, it's a frightening thought. Mashed potatoes say "Thanksgiving" as much as turkey does. But why settle for the same-old, same-old? Up your potato ante this Thanksgiving, and give your guests something to surprise their taste buds.

Try one of LPC's delicious, creamy, melt-in-your-mouth varieties. Each of our potato varieties is a standout sidekick, even when simply dressed with butter and fresh herbs. And, perhaps best of all, they go from bag to pot to plate in about 15 minutes! Now you can't say that about turkey....

You can even add a European twist with our [Amandine](#) or [Chérie](#) potatoes. Originating in France, these varieties are only available from November to April.

### Fondant Little Potatoes

Our potato guru, Chef Brad, presents this delicious dish. It's a new twist on an old classic!

2 lb of [BABY BOOMER](#) potatoes (or your favourite LPC variety)  
2 cups stock (chicken, beef or veggie)  
2 tablespoons butter  
2 sprigs of fresh thyme or 1/2 teaspoon of dried thyme  
1/2 – 1 teaspoon kosher salt  
Cracked black pepper  
1/4 cup diced green onions

Arrange the potatoes in a single layer in a heavy frying pan. Add the thyme, butter and stock. (You can use chicken, beef or vegetable stock, depending on your preference and what you're serving with the potatoes. A personal favourite is turkey stock after Thanksgiving.)

Bring to a boil over high heat. Then turn the heat down to a gentle simmer and cook for 15 minutes. There should be stock around the potatoes – if not, just add a little more. Cook the potatoes until fork tender, then turn the heat back to high. Cook the potatoes until all of the stock has evaporated and potatoes start to brown. Then turn the potatoes over and cook for another five minutes to brown the other side.

Sprinkle with green onions, and season with salt and pepper.



### Stock and Saffron Potatoes

The stock will give you a wonderful savoury flavour, while the saffron adds a certain exotic intrigue. No one will ever know it was so easy to make.

16-20 [BLUSHING BELLE](#) potatoes  
1 1/2 cups chicken stock  
1 teaspoon saffron  
Salt and pepper to taste  
2 tablespoons butter, melted

In a bowl, dissolve the saffron in the stock. Place potatoes in a saucepan and pour the stock over. Add salt and pepper. Bring to a boil, then cover and lower heat to a simmer. Cook until potatoes are barely tender, about 8-10 minutes. Pierce potatoes with a knife to absorb the stock, and continue to cook another 5-7 minutes or until potatoes are done. Remove potatoes to a serving dish. Pour melted butter over them. If any saffron stock is left, reduce it in the saucepan and pour over the potatoes.

### Warm Bacon and Potato Salad with Wilted Greens

Another hit from Chef Brad. You can serve this versatile dish hot or at room temperature. It's great by itself or with grilled meat – or as a brunch item with fried or poached eggs. You can also omit the bacon altogether and use oil to fry the potatoes in the pan.

2 lb of [PICCOLO](#) potatoes (or your favourite LPC variety)  
4 slices of bacon  
Salt and pepper  
1/4 cup green onion, diced  
3 cups salad greens (salad mix, spinach, arugula or mix)  
1/3 cup vinaigrette-type dressing (Italian, Greek, sundried tomato...your favourite)

First, parboil the potatoes by cooking them in boiling water for about 7-8 minutes until they are partially done. Drain the potatoes and run cold water over them. Cut them in half and set aside.

In a large skillet, fry the bacon until it is crisp. Remove the bacon. Drain and discard all but 1 tablespoon of bacon fat from the pan. Chop the bacon into roughly half-inch pieces.

Add the potatoes to the skillet and fry them until light golden brown. Add the chopped green onion and the dressing and toss until the potatoes are well coated and the onion and dressing are hot. Add the salad greens and cook until just wilted. Top with bacon pieces.

Submit your favourite little potato recipe by clicking [here](#).  
We may just share it with others in an upcoming newsletter!