

One of the first questions asked about our product is, "Where are these grown?"



Believe it or not, northern Alberta has the best soil for growing potatoes. The harsh climate actually helps our potatoes thrive, producing "northern vigour". The cold winters also kill off most of the bacteria, pests and fungi in the ground that would normally damage and alter the growing cycle found in warmer climates.

Our commitment to research and development results in outstanding potato taste and variety. Scouring greenhouses in Europe and South America, our Field Production Manager looks for new and exciting varieties that chefs would be interested in serving to their customers. Once found, the new variety is brought into Canada and grown in greenhouses to develop seed. After evaluations to ensure our high standards are met, the next year we grow our own seed on 300 acres specifically set aside for this purpose. The following year some of the seed is introduced

to our growers, who then put the new variety into production. Research to plate takes four years.

Breaking with tradition, we ask that you refrigerate all our potatoes to protect the thin skins, reduce shrinkage and to keep the sugar content high. This enables us to maintain a "just harvested" taste for over six months, ensuring that a quality little potato is available to your customers.



Thank you for your interest in our potatoes. Much like your desire to create new recipes, we are always looking for and researching new and exciting varieties. We appreciate customers like you who believe in offering a new potato taste — all year round!



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## A chef's guide

Introducing...  
a rainbow of potato varieties  
and serving suggestions



Good things come in small packages



# Yellows

Bintje | Gloria | Dali



Our yellows are comprised of Bintje, Gloria and Dali varieties. Not to be confused with Yukon Gold, these potatoes have a slightly oval shape with pale yellow skin and a starchy flesh. This variety has almost no eyes and has a distinctive flavour. The yellow skin and flesh give the appearance of already being butter basted. The uniform sizing gives great plate appeal when served whole or halved.

*Serving suggestion:* boil, pan fry, roast or steam, our yellow potatoes accept all seasonings well and provide a nice contrasting colour on the plate when served with red meat dishes.

# Reds

Red Ruby | Rode Eersteling  
Rosara | Red Gold  
Red Norland

Our reds are comprised of two types:  
white and yellow fleshed

## White Fleshed

The Red Norland and Red Ruby have white flesh and a dark red skin. Originating in the United States, these potatoes have slight variations in skin colour depending on weather and soil conditions.

## Yellow Fleshed

Our yellow fleshed varieties include the Rode Eersteling, Rosara and the Red Gold. The Rode Eersteling, a.k.a. Duke of York Red, is a classic potato, with its uniformly round shape and deep ruby skin and shallow eyes. The Rosara is new to the marketplace, a.k.a. Red Yukon. It's long oblong shape resembles a tear drop, and the skin varies from light red to light pink. Red Gold has a slightly darker skin colour than the Rosara, but a rounder shape.

*Serving suggestion:* Cooks up moist and is great grilled or mashed with the skins on. Recommend serving in halves to highlight its delicious yellow flesh.

Makes an attractive potato salad or, for a real treat, try grilling with the skins on.

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## All blue

Despite its name, All Blue, a.k.a. Russian Blue, has purple skin and flesh. It is one of the first into the ground yet the last to harvest. All Blue is a unique potato with a long oval shape, purple to black skin with deep eyes, some russetting and a knobby surface that is more pronounced on the larger sizes. When boiled in water, the skin will slightly fade and change the water to a green tint. The dry texture makes the All Blue a faster cooking potato; start these later if your mixing with others. Its dark, purple flesh with a white ring just inside the skin makes a conversation piece when served in halves.

# Blues



*Serving suggestion:* We recommend roasting or grilling the halves, which actually darkens the colour. Benefits from herbs and seasonings. Consider combining all three varieties (all Blue, Bintje and Cal Reds) to make a spectacular plate presentation with grilled salmon or chicken. Also great as mashed potatoes, as a garnish for salads or stunning as gnocchi.

# Banana



## Banana Fingerling

Banana Fingerling, a.k.a. Russian Fingerling, is a long, crescent-shaped yellow skin and yellow flesh potato. Its melt-in-your-mouth texture and unusual shape make a statement in your palate and on the plate. One of our most perishable potatoes, we recommend to keep them refrigerated and away from any light. Banana Fingerling is only available from late September to mid January.

*Serving suggestion:* Cooks up very creamy and needs very little in the way of seasonings to accompany it. Best served in halves, cut lengthwise, and roasted or pan-fried until golden brown. Adds a mouth-watering attraction to red meat dishes.



# Fast Facts...

- All our potatoes are available in easy-to-use 25 lb. cases (11.34 kg)
- No peeling required
- 90, four-potato servings per case
- Check out our exotic varieties, for a limited time. While supplies last.
- Average portion cost, four potatoes, is .45 cents