

Culinary Program Year in Review

31 

recipes created, including:

5 

that made the **all-time top 20 most-viewed** recipes on PotatoGoodness.com

34K+

views on the top two new recipes:

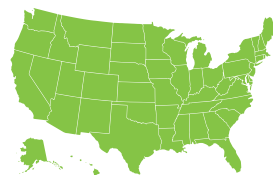
- [BLT Dip & French Onion Air Fryer Chips](#)
- [Ranch Potato Poppers with Dill Pickle Dip](#)

16



innovation sessions with foodservice operators

18



presentations at events nationwide

30



Spud Lab events, including chef workshops, innovation sessions, culinary medicine trainings, and more

Collaboration with Potatoes USA led to...

6 **new potato menu launches** at Twin Peaks, Fuzzy's Taco Shop, and Wendy's (2024-present)



Resulting in...

1.7M

more pounds of potatoes sold annually at Twin Peaks restaurants, thanks to two newly added baked potato menu items



3

award-winning limited-time offer launches at Fuzzy's Taco Shop

- Collectively won MenuMasters Award for Best Limited-Time Offer (LTO) for three Baja-inspired dishes
- One of the dishes, the Cali-Style Steak Taco, featuring fries seasoned with Fuzzy Dust, became second-highest-selling LTO in Fuzzy's history



Potatoes
USA