



HÖNEST  
EARTH®

*Creamy*  
**CLASSIC**  
**MASHED POTATOES**

with a  
hint of **Butter & Sea Salt**



**3 SIMPLE INGREDIENTS**

Smooth and Creamy, Lightly Seasoned.

No Artificial Ingredients • Simple Prep • Scratch-Like Taste • Consistent Performance



# HONESTLY DELICIOUS

## Limitless Culinary Possibilities



Premium Fresh-Dried™ Quality  
Lightly Seasoned for Versatility  
Saves Time and Labor  
Better For You



**89%**  
of consumers  
**LIKE or LOVE**  
**MASHED POTATOES!**<sup>2</sup>



**82%**  
of consumers believe  
**clean label is important** and  
many are **willing to pay more**<sup>2</sup>



**More visits. Bigger checks.**  
**Millennials & Gen Z choose clean label — and pay more for it.**<sup>3</sup>



**Simple, clean ingredients matter most — and consumers will pay more for them.**<sup>1</sup>

Description	GTIN	US DOT Code	Canada DOT Code	Net Wt.	Ship Wt.	Pack Size	Case Cube	Tie/High (40 x 48 Pallet)	Finished (lbs./Case)
Idahoan® Honest Earth® CREAMY Classic Mashed Potatoes with a hint of Butter & Sea Salt <b>NEW!</b>	1 00 29700 00715 4	798575	799064	19.50 lbs.	21.42 lbs.	12/26 oz.	1.17	10X4	119

Nutrition Facts	
32 servings per container	
Serving size <b>3 Tbsp dry (23g)</b>	
140g prepared	
Amount per serving	
<b>Calories</b>	<b>80</b>
<small>% Daily Value*</small>	
<b>Total Fat</b> 0.5g	1%
Saturated Fat 0g	0%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 230mg	10%
<b>Total Carbohydrate</b> 17g	6%
Dietary Fiber 1g	4%
Total Sugars 1g	
Includes 0g Added Sugars	0%
<b>Protein</b> 2g	
Vitamin D 0mcg	0%
Calcium 10mg	0%
Iron 0mg	0%
Potassium 272mg	6%

### REDUCED SODIUM!

**INGREDIENTS:** IDAHO® POTATOES, BUTTER AND SEA SALT.

**CONTAINS:** MILK

**GLUTEN-FREE**

**SHELF LIFE**

is approximately 14 months from date of packaging code (imprinted on the package)



INGREDIENT: 2024 CONSUMER FOOD TRENDS, 2023 ATLAS REPORT  
INNOVA: 2023 TRENDS AND INNOVATIONS  
ACOSTA: 2024 CLEAN LABEL INSIGHTS STUDY

<sup>2</sup>DATASSENTIAL OMNIBUS SURVEY, 2024

<sup>3</sup>TECHNOMIC: STATE OF THE US RESTAURANT GUEST, 2025

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