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Microwavable Quicksides deliver real baked potato quality

Fast, convenient potato side dish gives busy families alternative to tots and fries

BLACKFOOT, IDAHO – Teton Valley Ranch, one of the nation's leading potato growers and innovators, have created the world's first microwavable frozen baked potato product that delivers the delicious flavor, fluffy texture and ease that busy families want from a potato side dish and recipe staple.

An alternative to traditional potato sides like tots, fries and casseroles, Quicksides are a fast, easy to prepare, delicious and nutritious side dish complete with popular toppings and ingredients. Until now, the potato industry has yet to produce a microwavable product that delivers the taste and fluffiness of a real baked potato. The secret to Quicksides' real baked potato flavor and texture is in its patented quick-freeze process.

"We found that families are looking for more ways to incorporate baked potatoes into their meals, but often avoid baking them because they take a while to prepare," said Robert Weis, Marketing Director for Teton Valley Ranch. "Quicksides provide home cooks with a quick and easy side dish and new way of making their favorite potato-based recipes just as delicious as the traditional way, but with a lot less time and effort."

Quicksides are best prepared in the microwave, on high for 8 to 10 minutes. When the sauce is melted and the potatoes are heated through, simply fluff with a fork and serve. When incorporating Quicksides into any baked potato-based recipe, Quicksides can be cooked in a conventional oven adding instant flavor, speed and convenience to the preparation and cooking process.

Consumers in the Phoenix area and in select stores nationwide can choose from a variety of flavor profiles including Chipotle Cheddar, Sour Cream and Chives, Broccoli Cheddar, Bacon Cheddar and Loaded.

Media Resources:

To request product samples, additional information or a demonstration by a Teton Valley Ranch broker in the Phoenix area, please contact:

Contact: Robert Weis, Marketing Director

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Phone: 208.785.5880

Visit www.tetonvalleyranch.com/mediacenter to download high-resolution photos and logos.

About Teton Valley Ranch

Teton Valley Ranch, a Nonpareil company, is located in Blackfoot, Idaho and the heart of the nation's premier potato growing region. With over 60-years of experience, we are one of the nation's largest growers and shippers of fresh potatoes, a leading manufacturer of dehydrated potato pieces, and among the most modern and efficient producers of potato flakes and flour in the industry. Committed to making the potato a quick and easy part of the family meal, Teton Valley Ranch is an innovator in frozen potato products, potato ingredients, and potato development and research.

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