



PURE GOLD

Golden Russet, top frying potato

CULINARY EXPERIENCE

With their natural yellow highlights, Pure Gold potatoes offer an unmatched taste and texture experience. This new, innovative variety delivers fresh-cut fries that are fluffy on the inside and crispy on the outside.

These light and creamy golden Russet potatoes contain balanced sugar levels, making them the ideal frying potato.

Pure Gold potatoes will cook in the same amount of time as a traditional Russet potato, but will offer a new taste.

SIZING / PACKED

Pure Gold: Pure Gold, 6-12 oz.

Packed: 50-lb carton
50-lb bag

SEASONALITY

Pure Gold potatoes are available from October to June.



Our dedicated growers store potatoes at a temperature that ensures perfect golden yellow fries.

CHOOSING THE RIGHT POTATO FOR THE MENU

Fries remain an away-from-home treat, with 42% of consumers relying on restaurants to make them for them – meaning, when consumers are eating out or ordering take-out, they are looking for fries! (Datassential for Potatoes USA. “2020 Potato Trends”.)

FRESH-CUT FRIES

- Fast Food & Fast Casual
- Fish & Chips
- Diners
- Pubs & Bars
- Casual Dining
- Seasonal – Food Trucks

STORAGE

Avoid storing potatoes in the refrigerator. Instead, store them in a cool, dark place with good ventilation. If stored properly, potatoes will stay fresh for several weeks.

