



Butter Potatoes

Premium Varieties That Elevate Every Side Dish.

Consumers can now enjoy EarthFresh's premium Butter Potatoes — varieties rooted in flavor, performance and consistency.

Butter Potatoes have made its way into more than **4 million households, with acreage increasing 40% to support a 52 week supply**. Naturally rich, creamy, and full of flavor, these premium varieties deliver an indulgent taste with no butter required, making them an easy win for both festive spreads and cozy weeknight dinners.

The Perfect Potato Exists

Available in Butter Golds, Butter Reds, and Butter Russets, these unique varieties feature a naturally buttery, creamy interior so rich in flavor, you won't need added butter. All-natural, nutritious, and delicious, each potato delivers a perfectly smooth texture, setting it apart from anything else available today.

Versatile, Vibrant, Made for Every Meal

Whether you're a passionate home cook or a professional chef, Butter Potatoes deliver on taste, texture, and performance. Their smooth feel and vibrant color make Butter Golds perfect for mashing, Butter Reds perfect for roasting, and Butter Russets perfect for baking, promising standout results in every dish.

All-Natural, Grown with Care

Grown with the utmost care, we select best-in-class varieties for taste, appearance, longevity, and yield. This rigorous process ensures consumers receive the highest quality and best tasting potatoes on the market.

The Search for Excellence

With over a decade of research and innovation behind them, each Butter Potato variety meets a strict set of criteria to ensure it's held to the highest standard. Carefully selected for quality, consistency and taste, these potatoes deliver exceptional cooking performance, every time. A panel of experts also conducted a sensory analysis to confirm each variety's key flavor and texture attributes, helping consumers easily understand their unique profiles.



The Butter Potato Lineup

Butter Golds

Golden-skinned with radiant yellow flesh, Butter Golds offer a velvety texture and a lush, full-bodied flavor that brings elegance to any dish. Their naturally smooth bite and buttery depth make them a standout choice for both everyday cooking and elevated culinary creations.



Butter Reds

Striking in appearance with jewel-toned red skin and golden interiors, Butter Reds deliver a tender, waxy bite that finishes with a creamy, mellow richness. Their vibrant contrast and delicate flavor make them ideal for colorful salads, rustic roasts, or simply steamed to showcase their natural character.



Butter Russets

Wrapped in warm tan skin with golden-yellow flesh, Butter Russets bake up airy and cloud-soft, revealing a decadent, buttery flavor that lingers with every bite. Their silky interior and satisfying depth of taste make them the perfect choice for comfort classics like mashed potatoes, baked dishes, and fluffy fries.



Learn more about the new (Butter) potato on the block

EarthFreshFoods.com/Butter

The Butter Gold



92

Tasting Score

Butter Gold
GOURMET POTATOES



U.S. NO. 1 - NET WT 10 lb (4.54 kg)
PRODUCT OF U.S.A.

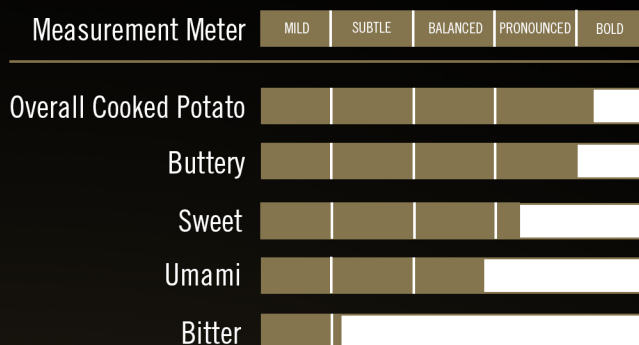
The Variety

Butter Golds have smooth golden skin and rich yellow flesh. They deliver a smooth butter-corn richness, mild sweetness, and light earthy warmth. With a tender, creamy texture and natural moisture, they're ideal for mashing, roasting, or any dish highlighting their buttery finish.

Tasting Experience

This variety delivers a smooth buttery flavor with clear sweet corn notes and a warm natural sweetness. Light earthy tones add depth without becoming heavy, creating a balanced and gentle taste profile. The finish is clean and slightly sweet, highlighting the variety's golden richness.

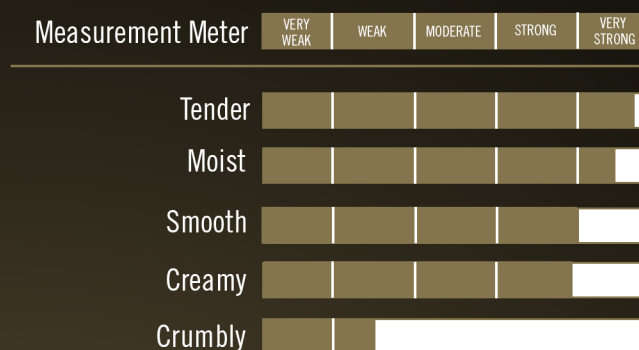
FLAVOR INTENSITY: FROM MILD TO BOLD



Texture and Bite

Butter Golds offer an exceptionally tender and moist texture that feels smooth and velvety with every bite. Their creamy mouthfeel creates a soft, melt-in-the-mouth sensation while maintaining gentle structure. This combination of tenderness and richness delivers a consistently buttery, satisfying eating experience.

TEXTURE INTENSITY: FROM VERY WEAK TO VERY STRONG



SUGGESTED CULINARY USE



Mashing



Roasting



Boiling

FOOD PAIRING AND RECOMMENDATIONS



Butter Golds pair beautifully with sweet seafood, herb sauces, and roasted root vegetables, offering a rich, buttery complement to golden, savory dishes



The Butter Red



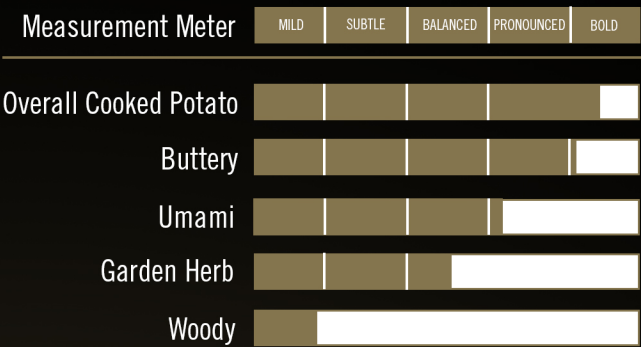
The Variety

Butter Reds have smooth red skin and golden flesh. They deliver a rich savory flavor with gentle buttery corn notes and subtle earthy depth. With a smooth, creamy texture that holds its shape, they offer a tender, satisfying bite perfect for boiling, roasting, or pan-searing.

Tasting Experience

This variety offers a savory buttery flavor with light earthy undertones and subtle herbal depth. Expect a balanced, well layered taste with warm umami notes that add gentle richness without overpowering the palate. The finish is smooth and satisfying, carrying a soft savory warmth.

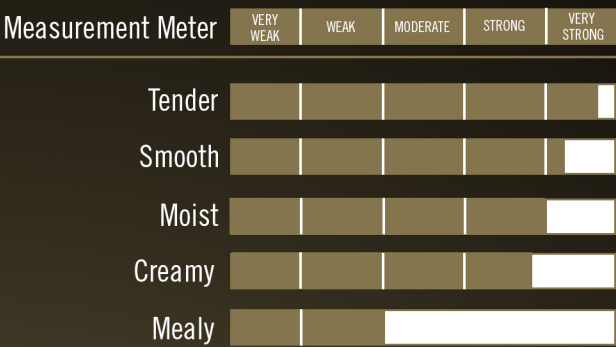
FLAVOR INTENSITY: FROM MILD TO BOLD



Texture and Bite

Butter Reds offer a tender, balanced texture with gentle creaminess and smooth consistency. They hold their shape well while maintaining a soft, cohesive bite. The structure feels hearty rather than delicate, giving a satisfying mouthfeel that performs beautifully in boiled, roasted, or pan-seared dishes.

TEXTURE INTENSITY: FROM VERY WEAK TO VERY STRONG



SUGGESTED CULINARY USE



Boiling



Roasting



Pan-seared

FOOD PAIRING AND RECOMMENDATIONS



Butter Reds pair beautifully with roasted meats, tangy glazes, and earthy root vegetables, offering a savory, structured balance that stands up to bold flavors and bright finishes



The Butter Russet



93

Tasting Score



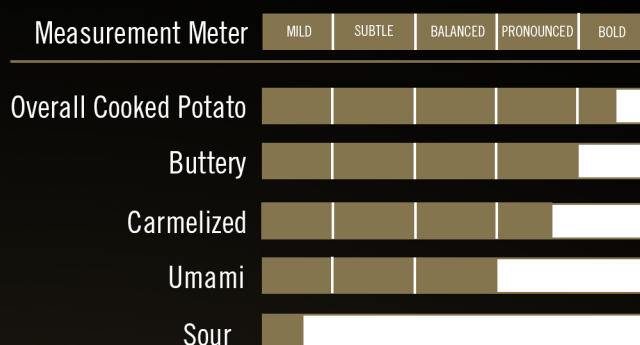
The Variety

Butter Russet has classic russet skin and rich golden flesh. They deliver buttery sweetness and subtle caramelized notes, ranking highest among russet varieties. With a light, fluffy texture and balanced moisture, it's an excellent choice for baking, mashing, or frying.

Tasting Experience

This variety offers a rich, buttery flavor with warm caramelized notes and natural sweetness. Expect a full, well-balanced taste that combines savory depth with a smooth, satisfying finish, while hints of earthy and nutty undertones create a flavorful, well-rounded eating experience.

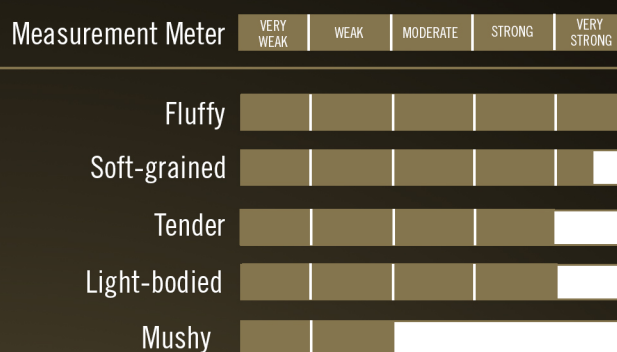
FLAVOR INTENSITY: FROM MILD TO BOLD



Texture and Bite

This variety has a light, fluffy texture with balanced moisture and moderate tenderness. Its soft-grained, light-bodied interior creates a smooth and satisfying bite that holds structure when cooked. Slightly creamy and evenly textured, it delivers the ideal consistency for baking, mashing, or roasting.

TEXTURE INTENSITY: FROM VERY WEAK TO VERY STRONG



SUGGESTED CULINARY USE



Mashing



Baking



Frying

FOOD PAIRING AND RECOMMENDATIONS



Butter Russets pair beautifully with rich meats, truffle accents, and crisp greens, offering a perfect balance of indulgence and freshness for any meal

