

## Ring in Spring by Using Unique Potato Types to Create Colorful, Nutrition Packed Dishes

*Featured Potato of the Week: Purples/Blues*

**Denver, CO., May 15, 2013** – These colorful and unique potatoes are relative newcomers to the market. Purple, (or sometimes called blue), potatoes have a deep purple skin with flesh that ranges from purple to almost white. The rich, vibrant color and luscious taste make tossed salads a favored use, like this [Blackened Blue Potato Salad](#). The moist, firm flesh retains its shape and adds rich color to the salads, while the mild yet distinctly nutty flavor naturally complements the green salad flavors.

Remember, a single, skin-on medium-sized potato (5.3 ounces) has just 110 calories, more potassium than a banana, and almost half your daily value of vitamin C (45 percent), with zero fat, sodium or cholesterol, so you can enjoy potatoes every night of the week.

Visit [www.potatogoodness.com](http://www.potatogoodness.com) for more healthy and creative potato recipes and to sign-up for our weekly recipe email to receive a new recipe in your email in-box each week.

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### **About the United States Potato Board**

The United States Potato Board (USPB) is the nation's potato marketing and research organization. Based in Denver, Colorado, the USPB represents more than 2,500 potato growers and handlers across the country. The USPB was established in 1971 by a group of potato growers to promote the benefits of eating potatoes. Today, as the largest vegetable commodity board, the USPB is proud to be recognized as an innovator in the produce industry and dedicated to positioning potatoes as a nutrition powerhouse—truly, goodness unearthed.

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