

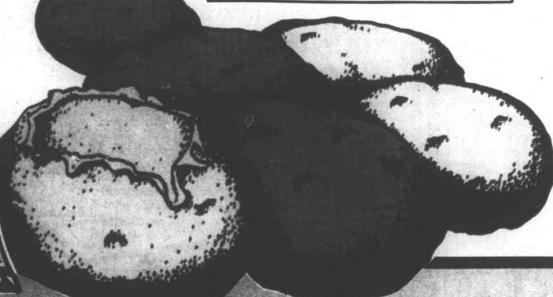
# ster Me Up!



Introducing A New
Member of The
Potato Family...
The New, Golden Fleshed
Buttery Tasting Potato.

Exclusively at Be-Lo Markets!

3 lb. \$139



## A Natural Potato From The Red River Valley

# It's Revolutionary!

In Flavor & Texture

Be-Lo is proud to bring you this extraordinary, new, butter-flavored potato. It was developed by the SoFresh Produce Company after 3 years of research and 2 more years of test marketing. By crossing several strains of European potatoes, SoFresh developed the Golden Delite and Crimson Gold, hybrid potatoes that are white-skinned and red-skinned respectively.

### It's A Natural!

For Nutrition & Weight Control

Golden Delite and Crimson Gold are grown naturally in the Red River Valley. But this special plant yields a potato that tastes like you've added butter.

Yet you don't need butter (or extra calories) to enjoy a rich, buttery-tasting flavor. And you get all the nutritional value of ordinary potatoes!

# It's Easy!

To Prepare & Serve

Both the golden Delite and Crimson Gold are premium, U.S.#1 Extra. So they are long-storing, and you can prepare and serve them like any other potato. But you don't have to add butter! Try them in your favorite recipes soon. You'll find them at Be-Lo in 3-lb. bags.

#### A Solid Gold Recipe...

CRIMSON GOLD BBQ WEDGES

4 Crimson Gold Potatoes Your Favorite BBQ Sauce 1/4 Cup Dried Bread Crumbs

Quarter each potato lengthwise. Slit each wedge crosswise at 1/4" intervals-do not cut through skin. Place wedges skin-side down on cookie sheet. Brush with BBQ sauce. Bake 25 minutes in preheated 425 oven, brushing potatoes occasionally with more BBQ sauce. Sprinkle potatoes with bread crumbs. Return to oven for 10 minutes. Serves 4. A colorful addition to the dinner plate!

