



Don't

Butter Me Up!



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

**Exclusively at
Be-Lo Markets!**

3 lb. Bag \$1.39



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!

