



# France's leading potato supplier investing in innovation

*Potato supplier Parmentine has set a mission of continuously offering consumers innovative products that meet their expectations. At the start of this year's potato season, the company aims to boost retail sales by expanding its range with the addition of innovative products in line with current trends.*

**W**ith the launch of a microwaveable potato cup: "Simplement Pomme de Terre" – or "Simply Potatoes" – Parmentine is making its entry in the convenience market. The 250 g cups contain washed jacket potatoes which are offered, either in their natural state, or with three different sauces in the lid. The consumer can choose between an olive and thyme sauce, a mixture of quark and chives or a tomato and basil sauce. The potatoes are ready to eat in just six minutes, making an ideal, natural lunch snack for consumers or office staff in a hurry.

This innovative potato product was well received by consumers in a recently conducted consumer test. They welcomed the combination of authenticity and modernity of the natural, regional terroir products, supplied directly from committed growers to consumers' plates. The test tasters were also extremely impressed by the high product quality, the practical ready-meal form, the tasty sauces and the inventive packaging.

## Microwaveable boil-in bags are the highlight in the range

Another major success for Parmentine has been the microwaveable boil-in bags made from micro-perforated film. These are available in 500 g, 750 g or 1 kg



sizes. To guarantee that the potatoes are uniformly cooked, only tubers between 35 mm and 40 mm are selected, ensuring that the potatoes are ready to eat within a few minutes.

For this boil-in-the-bag offering, Parmentine has selected the brand new "Talentine" variety. With its homogeneous sizes, it is ideally suited to the microwave segment, but can also be used as a steaming or salad potato. The characteristic features of Talentine are a firm, light yellow flesh and a fine skin.

## Awards for the potato offering

This year, the microwaveable 750 g boil-in bag of "Talentine" variety as well as the 2.5 kg bag of firm-boiling "Celtiane" variety, that can be used for steaming, salad and fried potatoes, received a particular accolade: they were both awarded the "Saveur de l'année 2015" (Taste of the Year 2015) prize. This is adjudicated every year by



a jury of consumers in France, recognizing products with exceptional taste qualities that stand out from competitor products.

## Leading-edge technology to increase product and process quality

To be able to offer the trade and consumers products in optimal quality, Parmentine is investing in innovative technologies and the latest generation of efficient packaging machines in its packing stations.

Shortly before the start of this season, rebuilding of the packing station in Voves in the Département Eure-et-Loir that had been destroyed by a fire last year, was completed with an investment of EUR 10 million. It has a warehouse capacity of 60,000 t culinary potatoes. To ensure increased efficiency and the gentlest possible sorting and conditioning of the potatoes, the product infeed and delivery systems have been completely automated. In order to avoid any impact shocks and friction on the tubers, the previously used chute and belt lines have been replaced by a computer-controlled system with rolling pallet boxes. The large-sized containers transport the potatoes to the various stations designated for washing, sorting and packaging processes. In December 2014, the packing station was certified to the IFS and BRC standards.

The packing station at the company headquarters in Fère-Champenoise is currently also being renovated along the same lines and Parmentine expects work on this to be completed by the middle of the coming year. 

