Pomuni

fresh & frozen potatoes

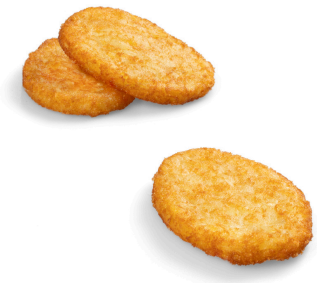


Hash Browns

HASH BROWNS

From breakfast favourite to an all-day opportunity!

Crispy, convenient and full of authentic potato flavour, Pomuni Hash Browns create versatile opportunities across retail and foodservice, from breakfast and brunch to sides and snacks.



Made from freshly shredded potatoes, lightly seasoned and prefried in 100% sunflower oil, they cook to a crisp, golden exterior while staying soft inside. A choice of shapes and recipes makes it easy to adapt to different concepts.

Key advantages

- **Versatile** – serve as a breakfast item, portable snack, side dish, sandwich layer or base for loaded creations.
- **Easy to prepare** – cook straight from frozen in an oven, air fryer or deep fryer.
- **Strong consumer appeal** – a familiar favourite with growing relevance across brunch, snacking and all-day dining.
- **Clean recipe** – made without preservatives.

Technical Information

- **Product:** Frozen, formed and shredded potato hash browns
- **Prefrying oil:** 100% sunflower oil
- **Available shapes:** Round, oval, triangle and mini triangle
- **Packaging:** Tailored to customer requirements

Preparation instructions

220°C for 15-18 minutes

180°C for 10-12 minutes

175°C for 3-5 minutes



Hash browns are tapping into today's consumer trends!

- **One product, plenty of menu possibilities**: They can be served as a breakfast side, snack or brunch item, added to a sandwich, or used as the base for a loaded dish. Easy to introduce across different menus and eating occasions.
- **Tap into the all-day breakfast & brunch trend**: The growing popularity of breakfast-for-dinner, brunch culture and breakfast-anytime concepts is creating new opportunities to serve them throughout the day.
- **A familiar product with growing international appeal**: Hash browns are already well established in North America and the UK. Their popularity is also growing in other markets, driven by cafés, QSRs and trending dining concepts around the world.