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**DEADLINE EXTENDED:  
CALLING ALL DORM ROOM CHEFS  
Idahoan Potatoes Issues a Challenge**

**Lewisville, ID – (May 2009)** – Creative college gourmards will have a bit more time to develop an innovative and delicious dorm room-inspired recipe. Idahoan Foods, a leading provider of mashed potato products, is extending its recipe challenge deadline to **November 9, 2009**. A grand prize \$5,000 savings bond and year's supply of Idahoan mashed potatoes are on the line for the lucky winner.

“We know there are many college culinarians out there – students who put their own creative twists on dorm room cooking,” said Dan Fitzgerald, Director of Marketing, Idahoan Foods. “Our challenge gives them an opportunity to showcase their favorite side dishes, appetizers and entrees.”

To enter, simply create a recipe that uses at least one Idahoan product, name it and snap a photo.

Entries will be judged in the Idahoan Test Kitchens by an independent judge. Three finalists will be selected based upon the use of Idahoan's products and originality of the recipe (40 percent), the flavor of the recipe (40 percent), and the name (10 percent) and presentation (10 percent) of the recipe. Please visit [www.idahoan.com](http://www.idahoan.com) for complete details.

To enter, e-mail an Official Entry Form including the recipe and photo to [hotpotchallenge@hunterpr.com](mailto:hotpotchallenge@hunterpr.com) or Hot Pot Challenge c/o Hunter PR, 41 Madison Avenue, 5<sup>th</sup> Floor, New York, NY 10010. All entries sent via e-mail must be received by November 9, 2009 and entries sent via postal mail must be postmarked by November 9, 2009 and received by November 16, 2009. Finalists will be notified by February 12, 2010.

To receive official contest rules and an entry form, visit [www.idahoan.com](http://www.idahoan.com) or send your request to the address above.

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**About Idahoan Foods, LLC**

Idahoan Foods, LLC was founded in 1960, but the company's groundwork was laid a million years ago when volcanoes spewed molten lava across the soil that would one day become Idaho. The lava became dark, rich soil that when combined with warm sunny days, cool nights and clean mountain water created the earth's most perfect place for growing potatoes. From humble beginnings, Idahoan Foods is now one of the top manufacturers of potato products in the world. Available nationwide, Idahoan Foods caters to both consumer retail and the food industry. For more information or recipes from Idahoan Foods, visit [www.idahoan.com](http://www.idahoan.com).