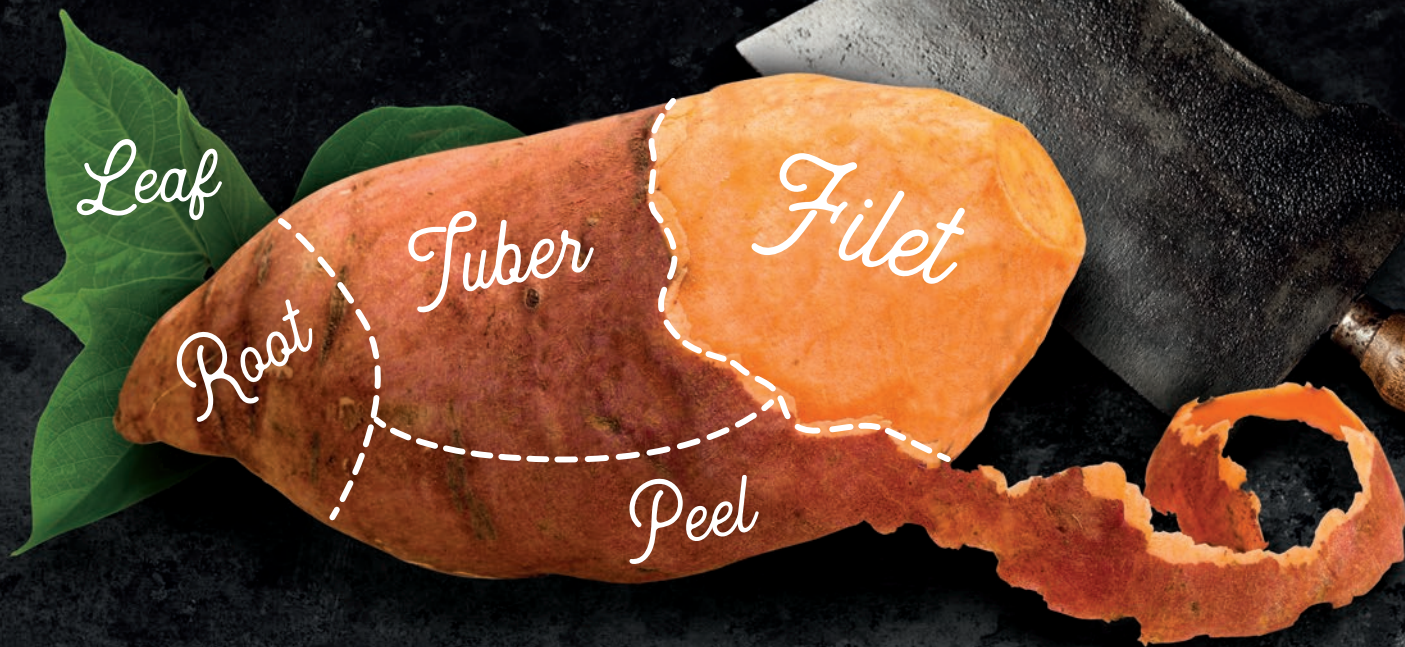


**NOSE TO TAIL**

**THE VEGGIE WAY**



*American Sweet Potato*



# SWEET POTATOES

## FROM THE PEEL TO THE LEAF



**THE “NOSE TO TAIL” CONCEPT** originally referred to animal products, but the idea also applies to vegetables, and in that case it is known as “root to stem.” No matter what each end of the object is called, the goal of this zero-waste approach is the same in every case: to

use up a product completely. In Germany, for example, 12 million tons of food are thrown away every year, and around half of them -45%- are fruits and vegetables. These figures can be reduced by making sure we completely use up the products we buy.

**SWEET POTATOES FROM THE US** are ideal for this concept, since they are literally edible from the root to the tip. In some countries its leaves are prepared much like spinach and are a regular aspect of weekly diets. Since they require special storage conditions, however, these leaves are rarely encountered in European supermarkets. Beyond that, the peels of the sweet potato are perfectly safe to eat as well, and in no time at all they can be turned into a delicious snack. But people often throw away the

peels, even though they contain many valuable nutrients. And last but not least, there is obviously the flesh, which is truly multi-faceted thanks to its unique flavor and its natural texture: there is nothing it can't do. This orange powerhouse can be prepared in endless different ways and is perfect both in healthy dishes as well as in comfort food. Thanks to its natural sweetness, its flesh can be used not only in savory recipes but in desserts and baking as well.



# A SWEET POTATO EVERY DAY

**MEAL PREP** is the term for strategically planning your shopping list and cooking so that you can create several days or even a week's worth of dishes at a time. By planning your meals and subsequently making a conscious point of purchasing only specific products, you can also help reduce food waste with meal prepping much like you do with the root-to-stem approach. Sweet potatoes are a perfect ingredient in any diet, since they keep for up to two weeks at home uncooked when stored properly. This means keeping them dry, cool and in a well-

ventilated space. Once they have been cooked, they have a shelf life of another three to five days in the refrigerator. Cooked sweet potatoes are best stored in plastic containers and protected against humidity. And if your plans suddenly change, you can even freeze a sweet potato easily. Simply cook an unpeeled sweet potato, let it cool down, wrap it in aluminum foil and place it in an airtight bag in your freezer. This is the best way to preserve its flavor and valuable nutrients.



**NOT ONLY** do the practical storage conditions for sweet potatoes make these American treats excellent for meal prepping, but so does their size. Usually, a few portions are left over which can be used creatively the next day for new dishes so you can bring some variety into your weekly menu. Cooked sweet potato cubes can be worked into

a smoothie the next day with no trouble at all or mashed and stirred into a batter. Rather than throw the peels away, they can be baked up as delicious skins and turned into an alternative to chips. Little tricks like this mean that a sweet potato from the US opens up limitless opportunities for cooking at home.



**TIP:**

Sweet potato peels can be used too - don't throw them out!



Incredibly yummy and with an extra crunch factor, these sweet potato-polenta sticks are a total highlight.



**SWEET POTATO-  
POLENTA STICKS**  
WITH CAJUN SALMON

**CRISPY SWEET POTATO SKINS**



Crispy chips made of sweet potato peel are the perfect snack for in between.

**TIP:**

Pack up any leftover crispy skins in an airtight container so you can enjoy them the next day as well.



This burrito is something everyone will enjoy! The natural sweetness of this orange tuber is an excellent match with juicy strips of steak.

## SWEET POTATO BURRITO



### TIP:

Any leftover sweet potato cubes can be mashed the next day and used in a different dish



American Sweet Potato



## SWEET POTATO FREAK SHAKE

### TIP:

To make a yummy sweet potato ice cream, just stir some coconut milk into the mashed sweet potatoes and put in the freezer.



Mashed sweet potatoes like you've never had them before! This shake shows the incredible versatility of sweet potatoes.



Cooked slices of sweet potato combined with crispy bacon or smoked tofu will turn this classic sandwich into a culinary delight for on the go.

**TIP:**

Keep the ends, grate them and stir them into the next dessert you make.

**CLUB-SANDWICH**



**TIP:**

Leftover batter is also great for pancakes the next morning.

**SWEET POTATO WAFFLES**

A delicious version of the classic waffle which combines the flavor of sweet potatoes with apples and walnuts. Who could resist?



The non-profit organization American Sweet Potato Marketing Institute (ASPMI) provides interested consumers in Europe with information about sweet potatoes from the USA. You can learn plenty of interesting things about the orange vegetable and look forward to countless delicious recipes and culinary inspiration at...

[www.sweetpotatoes.eu](http://www.sweetpotatoes.eu)



*American Sweet Potato*

**AMERICAN SWEET POTATO  
MARKETING INSTITUTE**

c/o mk<sup>2</sup> gmbh  
Oxfordstraße 24 | 53111 Bonn, Germany  
info@mk-2.com | 0228-943-787 0



Facebook: @americansweetpotatoes  
Instagram: us\_sweetpotatoes

