
Crown
JUST POTATOES
MANUFACTURER OF
POTATO FLAKES & POTATO FLOUR
INSTANT POTATO MASH



CROWN is the Indian market leader in the production & sales of fully cooked & dehydrated potatoes. It manufactures potato flakes potato flour or a combination of the two according to a specific recipe if required and supplies them to customers' right around the globe. The majority of the flakes go to manufacturers for use as ingredients in their end products; the most well known end products are re-constituted potato crisps, for example, and the basis for instant mashed potatoes.

Production plants are located in the Indian town of Tarkeshwar. The plants have been operational since 2012 and enables crown to serve customers in the growing Asian market.



WHY CHOOSE CROWN FLAKES POTATO FLAKES?

Crown Flakes Potato Flakes are made from 100% high-quality raw potatoes. They are free from any chemical additives and preservatives. We guarantee farm-fresh flavor with easy preparation. In just minutes you can enjoy hot and delicious real mashed potatoes that taste just like homemade. All you must do is add our potato flakes to hot water, gently fluff with a fork, and serve. Our Potato Flakes are perfect as a quick side dish or snack, but there are countless other ways you can use them. Crown Flakes are outstanding in yeast breads that call for mashed potatoes. They produce a soft velvety. texture in potato breads and rolls. You can also add potato flakes to meatloaf or meatballs to create a smooth, even texture. They can be used in place of breadcrumbs to coat and fry your chops. Finally, you can use our Crown Flakes potato flakes to thicken sauces and gravies. On an individual level, potato flakes are also a great, gluten-free alternative to flour that can be used as a binder and texturiser in noodles, fries and sauces, and also in your baking doughs to increase moisture without compromising on the consistency. It is also associated with better insulin sensitivity and colon health. Potato Flakes are also highly helpful for industrial use. Here's how:

01 **Less produce, more use: One case of Crown Flakes Potato Flakes weighs about 20 Kilograms and yields approximately the same number of servings as 100 Kilograms of raw potatoes.**

02 **Increased Hold Time: Potato mash prepared using flakes holds 2 times longer than mashed potatoes made from scratch. Additionally, you can refresh the instant mash with water while holding on a stream-table.**

03 **100% Yield: Potato flakes help to eliminate yield loss of 15% - 20% that originates due to the peeling and storage of raw potatoes.**

NO PEELING, CUTTING, COOKING, COOLING, MASHING



IT HAS WIDE-RANGING APPLICATIONS IN MEAL PREPARATIONS SUCH AS:

BASIC FOR: Aloo Papad, Aloo Bhujia, Croquettes, Aloo Parathas, Tikkis, Koftas, kababs, Cutlet, Vada Paw, Batata Vada, Paw Bhaji, Pasta, To form French Fries, Soups, Curries, Gravies, Extruded Snacks Snack Food Product- like Pringles Potato Chips, Nalley's Crunchi-OS, Namkeens, Pellets, Snacks etc.

SUPPLEMENT TO ALSO ENHANCES THE TEXTURE & FLAVOUR IN: Breads, Pastries, Cookies, Cakes, Doughnuts, Brownies, Burgers, Baby Foods.

BATTER & BINDER FOR: Meats, Fish, Poultry and can also be used in institutions, Restaurants etc.

THICKENING AGENT IN: Curries, Gravies, Soups, Ketchups, Sauces.

MAY SIMPLY BE USED TO SAVE TIME & CONVENIENCE: Households, Hoteliers, Restaurants, Fast Food chains, Cafes, Bakeries, Confectioners etc.



ADVANTAGES

01 ECONOMY: It saves expensive labour, fruitful energy & most precious time. All you have to do is add water to potato flakes and you get instant mashed potatoes.

02 QUICK & EASY: It omits the invincible trouble of washing, peeling, cutting, cooking, mashing.

03 SHELF LIFE: It has a shelf life of one year from the date of manufacturing.

04 DURABLE: Potato flakes being light weight are easy to transport and does not require specialized storage as the product does not require refrigeration and needs to be kept only in ambient conditions (dry place).

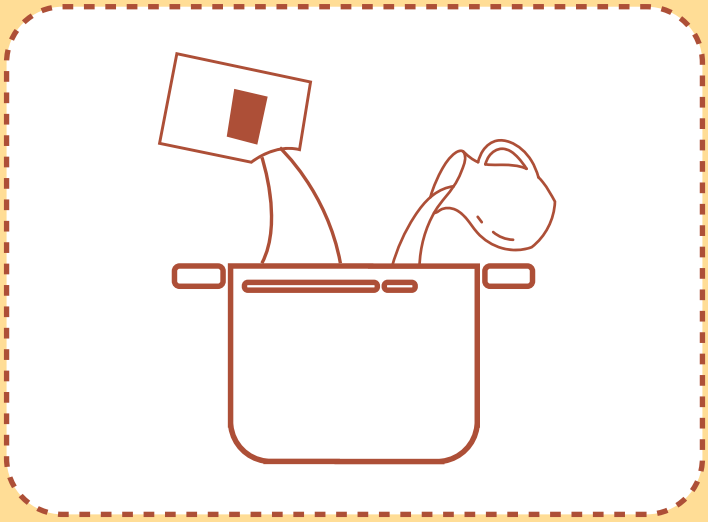
05 UNIFORM: Uniform taste and texture helps in maintaining the quality of the end product.

06 HEALTHIER & IMPROVED PRODUCT: Low Sugar Potatoes are used to manufacture Potato Flakes, they are high in carbohydrates & proteins and low in fat. Carbohydrate food is the most efficient fuel for energy production and can also be stored as glycogen in muscle and liver.

07 INDUSTRIAL ADVANTAGE: The amazing 6:1 Ratio of Potato Flakes/Powder/Flourenables you to reduce Handling, Storage & Transportation costs drastically as compared to raw potatoes. In order to constantly provide impeccable products & services, our team of food scientists is devoted to create & maintain the state-of-the-art process & management system for enhanced performance and further growth.

INSTRUCTIONS FOR USAGE

MIX 1 PART OF ALOO AATA WITH 4 PARTS OF WATER FOR INSTANT HOMMADE MASHED POTATOES



* NO PEELING
* NO BOILING
* NO MASHING
* JUST ADD WATER

- For thicker mashed potatoes add more Aloo Atta
- For creamy mashed potatoes use milk instead of water
- Aloo Atta binds with cold water as well





CROWN FLAKES PRIVATE LIMITED

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QUALITY ANALYSIS REPORT

PRODUCT: POTATO FLOUR (DEHYDRATED)

SHELF LIFE: 1 YEAR FROM THE DATE OF MANUFACTURE

TO BE STORED IN COOL, DARK, DRY PLACE

A.PHYSICO-CHEMICAL ANALYSIS			
	PARAMETERS	**TEST METHODS**	**LIMITS**
01	COLOUR	Visual Methods	Creamy white to yellowish white
02	FLAVOUR	Sensory Analysis	NATURAL POTATO
03	MOISTURE	AOAC, 14004	4-9% Max
04	REDUCING SUGAR	AOAC, 22.098	2% Max
05	REHYDRATION RATIO	AOAC	1:4
06	BULK DENSITY	AOAC	200-1800 > g/l
07	EXTRANEOUS FOREIGN MATERIAL	In house	Absent
08	PARTICLE SIZE	ASTM	#6-120
09	SODIUM ACID PYROPHOSTATE	Do not use in production	
10	CITRIC ACID	Do not use in production	
11	MONOGYCERIDES	In house	0.5%
12	SULPHUR DIOXIDE	Do not use in production	<250 PPM

TO BE STORED IN COOL, DARK, DRY PLACE

01	TOTAL PLATE COUNT	ISO:4833:2003	Max 40,000 CFU/g
02	COLIFORMS	ISO:4833:2006	10 CFU/gm Max
03	E.COLI	ISO 7251:2005	Absent
04	YEASTS & SEMOLINA	ISO:21527-2-2008	100 CFU/gm Max
05	SALMONELLA	ISO:6579:2002	Absent per 50 Gms
06	S.AUREUS	ISO:6888-1-1999	ABSENT

C.PROXIMATE COMPOSITION (For 100gms potato flakes)

01	CARBOHYDRATES	89.6gms
02	CRUDE PROTEINS	5.37gms
03	CRUDE FAT	0.25gms
04	DIETARY FIBRE	0.21gms
05	MINERALS	24.5mg
06	VITAMINS	190.8 I.U.
07	TOTAL CALORIES	386.0 Kcal



HEAD OFFICE

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