

OUR PRODUCTS ARE AVAILABLE AT:

IBF Authorised Distributor

IBF Sales Representative

[www.isconbalajifoods.com](http://www.isconbalajifoods.com)



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potatoes

at their best!





# about us

Iscon Balaji Foods, established in 2012, has proved to be a glorious alliance of food industry proficiency and exemplary business acumen. **Balaji Wafers** with their decades of priceless experience in cultivating and processing potatoes; and **Iscon Group** (an eminent real estate firm) with their unparalleled guidance and strategies have been our torchbearers throughout our journey, which evoked from manufacturing potato flakes.

Our potato flakes manufacturing plant in Anand uses 200,000 kgs of high solid potatoes everyday and caters to the requirements of esteemed snack manufacturing power houses and hotel industry giants in India; Haldiram, ITC and Bikaji, to name a few.

IBF's potato farming spreads over 5000 acres of land and we are proud to be fondly associated with over 1000 farmers. Our end-to-end involvement helps us capitalize the supply chain, ensuring that our products reach the markets in their best quality, both within India and overseas.

Our valued partner, Balaji Wafers produces 100,000 kgs of potato wafers and 500,000 kgs of savories per day and has established a praiseworthy market share, transcending other MNCs of the segment, in western India. Their unmatched experience of over 40 years in the potato industry continues to be the pivotal strength and asset of our firm, as we now venture into producing a new range of **Premium Frozen Potato Delicacies**.

# mission

## The Farmer's Heart

At the nucleus of Iscon Balaji Foods, what beats and drives the entire organization is a farmer's heart. Farmers connect us to the grassroots of our produce and nurture the values of our firm. Hence, at IBF, we aim to attain new benchmarks of income for our partner farmers by continually investing in R&D to introduce new high yield varieties at regular intervals.

## We Endeavour to Stay Ahead of Time

We, at IBF research and adopt latest technological innovations in all our machineries and processes to deliver best quality products with highest hygiene standards.

## We Believe In Unparalleled Customer Service

We aim to become a trustworthy food solutions partner to all our clients and pledge ourselves to work with an exceedingly adaptive and flexible working outlook; placing quality of service at paramount priority.

## We Grow Together

At IBF, we want to provide a supremely dynamic, transparent and flexible work environment for our employees, where there is ample room for innovation and ideas. We aspire to create equal opportunities for our entire workforce and strongly believe that our firm's growth is conjointly dependent on the personal development of each of our employees. They grow, we grow.



# Why Choose IBF Products?



## Experience

We are enriched with 40 years of expertise in knowing the roots of potato cultivation and processing.



## Convenience

Say good-bye to cutting, peeling and boiling potatoes. Just fry straight from the freezer and our delicious products are ready to be served in a few minutes.



## Cost Effectiveness

Our instant, fry and serve products help reduce wastage manifolds and save labour cost.



## Consistency

It becomes very easy to define the portion size of a serving and deliver consistent products to the customers.



## Longer Shelf Life

The shelf life of our products is 12 months from the date of manufacturing, when stored in appropriate conditions.



## Multipurpose Cooking

Our products can span through a wide range of cuisines and All-Day-Long menus, offering food solutions to Hotels, Restaurants, Bars, Bistros, Cafes, Caterings etc.

## Iscon Balaji Foods Product Range and Packaging Specifications

PRODUCT	CARTON CONFIGURATION
Straight Cut 6x6mm French Fries	2.5kg x 5 = 12.5kg
Straight Cut 9x9mm French Fries	2.5kg x 5 = 12.5kg
Herb Potato Patty	1.5kg x 8 = 12kg
Potato Cheese Shots	1kg x 12 = 12kg
Chilly Garlic Potato Shots	1.5kg x 8 = 12kg
Roasties (Hash Browns)	1.5kg x 8 = 12kg
Premium Veggie Decker	1.2kg x 12 = 14.4kg

# Our Product Offerings

## French Fries

### Straight Cut 6x6mm French Fries

Living upto the expectations that encompass the segment, we bring in a new touch to this variety of fries. premium high solid fries not only guarantee crispiness but good holding times but are mealy as well. This segment of ours will offer increased pouch yield and coverage establishing satisfied customers QSR partners.

Carton Configuration : 2.5kg x 5 = 12.5kg

### Cooking Instructions

- Heat edible oil to about 175° C.
- Add the French fries straight from the freezer to the heated oil.
- Fry till desired colour and crispiness is attained (usually 2.5 - 3 minutes)
- Remove floating leftovers with a strainer before frying the next batch

# Our Products Fit into a Wide Range of Menus

Goodness of potatoes amalgamated with quality vegetables, selected cheese varieties and hand picked seasonings are sure to strike a cord of delight with our customers.

We are proud to introduce a wide-ranging basket of potato delicacies that can span through numerous menu offerings, across varied segments of the food services industry! Our 360-degree palette offers quick, scrumptious and convenient food solutions, both as main and as accompaniments, across multiple cuisines and Round-The-Clock menus.

The products are placed in a spectrum where we have put taste and quality into a skillful unanimity, without compromising on the ease of cooking.



## INDIAN

### Kofta Subzi

Potato Cheese Shots  
Chilly Garlic Potato Shots



## CHAATS

### Tikki Chaat

Roasties (Hash Browns)

### Ragda Patty

Herb Potato Patty

### Cheese Chaat

Potato Cheese Shots

### Bun Tikki

Herb Potato Patty

### Mumbai Chaat

Chilly Garlic Potato Shots



## MEXICAN

### Tortilla

French Fries

### Tacos

Chilly Garlic Potato Shots



## CHINESE

### Honey Chilli

Seasame Potato

French Fries

### Butter Garlic Fries

French Fries

### Schezwan Chilli Potatoes

Chilly Garlic Potato Shots



## ITALIAN

### Fries In White Sauce

French Fries

### Pesto Fries

French Fries

### Pizza Toppings

Chilly Garlic Potato Shots



## LEBANESE CUISINE

### Veg Shawarma

French Fries

Premium Veggie Decker

### Mezze Platter

Chilly Garlic Potato Shots

Potato Cheese Shots

### Falafel

Premium Veggie Decker

Chilly Garlic Potato Shots



## CONTINENTAL

### Burger

Herb Potato Patty

Premium Veggie Decker

### Wraps

Herb Potato Patty

Premium Veggie Decker

### Sandwich

French Fries

Roasties (Hash Browns)

### Sizzler

French Fries

### Poutine

French Fries





# Roasties (Hash Browns)

Hash brown, the classic British favourite, has found its way to our breakfast platter. And we have innovated the classic by making a perfect Indian adaptation out of it. With mild onion flavoured seasoning, we bring you the Roasties! The Indian touch to the taste profile, gives it the diversity to be a snack option with a dip, or get stacked on a burger as a crunchy and mealy topping. What's more? They just fit perfectly into a yummy patty sandwich too!



Carton Configuration: 1.5kg x 8 = 12kg

## Cooking Instructions

- Heat edible oil to about 170° C.
- Add frozen Roasties to the heated oil directly.
- Deep-fry the Roasties for 2.5 – 3 minutes.
- Fry till desired colour and crispiness is attained.

# Premium Veggie Decker



Carton Configuration: 1.2kg x 12 = 14.4kg

Making burgers at home, at a fast food joint or at a star hotel? Be ready to get flooded with applaud! A mouthwatering, sumptuous veggie-potato bite, encapsulated in a crisp coating of breadcrumbs is definitely the food lover's heaven! Sure a blockbuster from our kitty.

## Cooking Instructions

- Heat edible oil to about 170° C.
- Add frozen Veggie Deckers to the heated oil directly.
- Gently shake the frying basket after 45 seconds to ensure even cooking.
- Cook the Deckers till desired colour and crispiness is attained (usually 2.5 - 3 minutes)
- Remove floating leftovers with a strainer before frying the next batch.

# Herb Potato Patty

These are the nuclei component of the famous fast food, Burgers. We, at IBF just don't leave it to the salads and sauce combinations to do the taste-bud tickling in a burger. We have gone an extra mile to amalgamate the freshness of our potatoes with perfectly aromatic herbs and spices, bringing to you our revolutionary 'Herb Potato Patty'.



FRY OR BAKE

Carton Configuration : 1.5kg x 8 = 12kg

## Cooking Instructions

Heat edible oil to about 170° C.

Add the Patties straight from the freezer to the heated oil.

Gently shake the frying basket after 45 seconds to ensure even cooking.

Cook the Patties till desired colour and crispiness is attained (usually 2.5 - 3 minutes)

# Potato Cheese Shots

The magic of finely blended potatoes, exotic herbs and cheese wrapped in crispy, golden coating of breadcrumbs, is bound to get a huge fan following. The explosion of warm, molten cheese in every bite is worth getting addicted to.

This bite-sized, all day long snack goes really well with dips and sauces. The shots can also be tossed with some lettuce, chopped bell peppers, onions and herbs to make a crunchy potato salad!



FRY OR BAKE

Carton Configuration : 1kg x 12 = 12kg

## Cooking Instructions

- Heat edible oil to about 170° C for deep-frying.
- Add the Shots straight from the freezer to the heated oil.
- Gently shake the frying basket after 45 seconds to ensure even cooking.
- Cook the Shots till desired colour and crispiness is attained (usually 2.5 - 3 minutes)
- Remove floating leftovers with a strainer before frying the next batch.



# French Fries

## Straight Cut 6x6mm French Fries

Living upto the expectations that encompass this segment, we bring in a new touch to this variety of fries. IBF premium high solid fries not only guarantee crispiness and good holding times but are mealy as well. This segment of ours will offer increased pouch yield and better plate coverage establishing satisfied customers and delighted QSRpartners.



Carton Configuration : 2.5kg x 5 = 12.5kg

### Cooking Instructions

- Heat edible oil to about 175° C.
- Add the French fries straight from the freezer to the heated oil.
- Fry till desired colour and crispiness is attained (usually 2.5 - 3 minutes).
- Remove floating leftovers with a strainer before frying the next batch.



Carton Configuration : 2.5kg x 5 = 12.5kg

## Straight Cut 9x9mm French Fries

These boast real potato flavour, wholesome bite and are extra long and chunky, guaranteeing umpteen customer satisfaction. Moreover, with irresistible flavour, these fries also offer greater plate coverage bringing in operational profitability for our food service partners. A potato lover's delight!

# Chilly Garlic Potato Shots



Carton Configuration: 1.5kg x 8 = 12kg

The goodness of potatoes seasoned with the perfect dash of spice and garlic. This sinfully flavoursome filling is enveloped in a golden, crunchy layer to bring you the very zesty and delicious Chilly Garlic Potato Shots! A total earner of 'Repeat Please!'

### Cooking Instructions

- Heat edible oil to about 170° C for deep-frying.
- Add the Shots straight from the freezer to the heated oil.
- Gently shake the frying basket after 45 seconds to ensure even cooking.
- Cook the Shots till desired colour and crispiness is attained (usually 2.5 - 3 minutes)
- Remove floating leftovers with a strainer before frying the next batch.