



GOODRICH CEREALS

WE UNDERSTAND OUR
RESPONSIBILITIES



INTRODUCTION

Goodrich Group is dedicated to excellence and innovation and has a long history of producing high-quality goods in various industries. Our group, which includes three vibrant companies-Goodrich Cereals Ltd, Goodrich Foodtech Ltd, and Goodrich Carbohydrates Ltd, is a beacon of entrepreneurial zeal and a symbol of unshakable devotion to provide supertech products and services.

We recognize our responsibility to the environment and are committed to sourcing Inputs that are eco-friendly and ethically produced. By choosing us, you, not only invest in quality but also contribute to a more sustainable future. Goodrich, proudly operates its state-of-the-art production facilities in Karnal, Haryana, Ahmadnagar & Maharashtra, strategically positioned to harness the agricultural richness of India.

Our commitment to excellence is reflected not only in our manufacturing processes but also in our global reach, with offices established across various international markets. This extensive network enables us to effectively serve a diverse clientele, ensuring that our premium dehydrated vegetable products are accessible to customers worldwide, while fostering strong relationships and understanding local market dynamics.

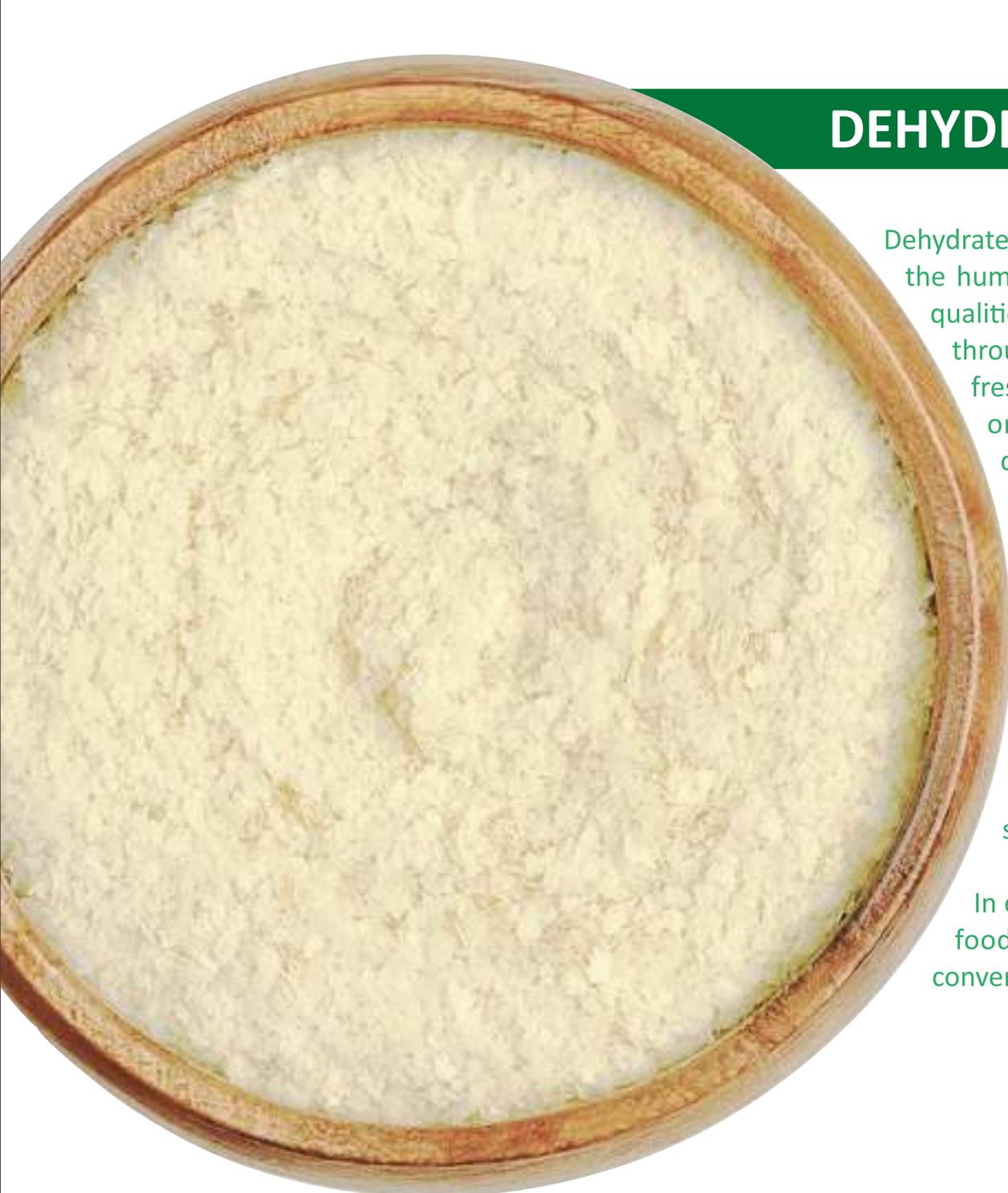
Explore our offerings today and taste the difference that quality and care make!



OUR STRENGTHS & CORE COMPETENCIES

- Our manufacturing campus of more than 45 acre
- Our in house cold ware housing for raw materials
- Advanced potato processing and stringent quality standards
- Long lasting relationships with local farmers



A wooden bowl filled with a light-colored, textured substance, which are dehydrated potato flakes. The bowl is made of light-colored wood and is positioned on the left side of the image. The flakes are piled high, filling most of the bowl. The background is white, and there is a green banner at the top right with the title.

DEHYDRATED POTATO FLAKES

Dehydrated potato flakes represent a refined and convenient evolution of the humble potato, meticulously processed to preserve its essential qualities while enhancing its applications. These flakes are created through a precise method of cooking, mashing, and dehydrating fresh potatoes, effectively capturing the flavor and texture of their original form in a shelf-stable, lightweight product. Once dehydrated, they are transformed into delicate, wafer-thin flakes that can be effortlessly reconstituted by simply adding water or milk, thus restoring them to a creamy, smooth consistency akin to freshly prepared mashed potatoes.

The appeal of dehydrated potato flakes extends beyond mere convenience; they boast a prolonged shelf life, making them an ideal pantry staple for those who appreciate culinary flexibility and efficiency. Their uses are manifold: as a quick solution for preparing mashed potatoes, a thickening agent in soups and stews, and an ingredient that imparts moisture and soft texture to baked goods, from bread to pastries.

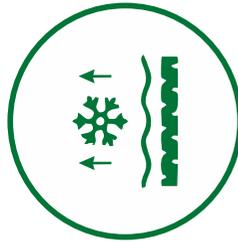
In essence, dehydrated potato flakes are a testament to modern food preservation, offering a balance of taste, texture, and convenience, suitable for both home cooks and professional chefs.

PROCESS OF PRODUCTION

POTATO HARVESTING



COLD
WAREHOUSING



SHIPPING TO FACTORY



QUALITY CHECK



WASHING, PEELING
AND BLANCHING



COOKING, MASHING
& DRUM DRYING



QUALITY INSPECTION
& PACKAGING



PRODUCTS



POTATO



POTATO FLAKES

MASHED POTATO

POTATO FLAKES

From farm to your Menu

“Potatoes are snack industry first love... Consumers as well”

FUNCTION	BENEFIT	SNACK MANUFACTURERS	GENERAL FOOD MANUFACTURERS	BAKERIES	INSTITUTIONS (HOSPITALS, SCHOOLS, ETC.)	RESTAURANTS
BINDER	The free starch present in dehydrated potato flakes and flour holds meat together.		✓	✓	✓	✓
BREADING	Use potato flakes alone or combined with flour, cornmeal and/or crushed corn flakes to create breading for fish, meat or vegetables. For fried foods, the use of dehydrated potatoes lends a crispy texture without the "flinty" texture sometimes associated with other breading.		✓	✓	✓	✓
COLOR ENHANCER	In baked goods such as breads and cakes, the addition of dehydrated potatoes can enhance crust color, producing a thicker, darker crust.		✓	✓	✓	✓
DECORATION	Prepared mashed potatoes can be squeezed from pastry tubes to decorate casseroles and improve food presentation.		✓		✓	✓
EXTENDER	Flakes or flour can be added to burgers or patties before cooking, thus requiring less meat per burger.		✓		✓	✓
FLAVOR OR TEXTURE ENHANCER	Flakes and granules can be used to produce potato-flavored snacks and baked goods. When used in bakery products at inclusion levels of at least 10%, they impart a unique potato flavor and soft mouth feel to the product. Snack foods generally use a much higher level of inclusion.	✓	✓	✓	✓	✓
HUMECTANT OR SHELF-LIFE EXTENDER	At low inclusion levels of less than 5%, dehydrated potatoes serve as an anti-staling or crumb-softening agent in bakery applications, with no alteration of the taste profile. Because of their moisture retention abilities, potato products slow the drying effect associated with staling.			✓		
TEXTURE ENHANCER	At inclusion levels of around 10%, dehydrated potatoes will produce products with a unique potato flavor and soft eating characteristics. For instance, the addition of potato flakes to recipes creates a moister texture for cakes, doughnuts, breads, rolls and pastry items. Added to snacks, they aid in creating a light, crisp texture.	✓	✓	✓	✓	✓
THICKENING AGENT	Add potato flakes or granules directly from the package to broths, gravies, sauces and stews to thicken. Flakes are much more forgiving than flour, which tends to create lumps.		✓		✓	✓



POTATO FLAKES STANDARD FLAKES

Standard potato flakes are among the most well-known and widely used potato products available. They're bright white in color and, when reconstituted, have a dry, mealy texture and delicious flavor that consumers expect from freshly cooked mashed potatoes. They belong atop any list of all-purpose ingredients for use in food service, bakery and general food manufacturing





RECOMMENDED USES

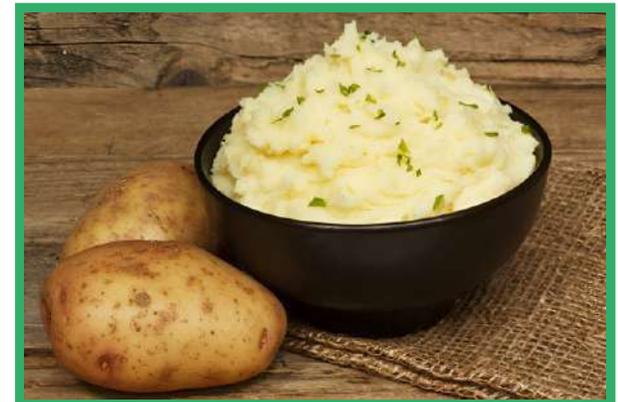
Standard flakes have, literally, hundreds of applications. Use them to create delicious mashed potatoes in a snap and innovate from there. Customize traditional mashed potatoes by mixing with signature meats and vegetables and topping with sauces like curry or miso. Use mashed potatoes as key ingredients in irresistible potato croquettes, Asian fishballs and more. And try updating everyday pizza by adding mashed potatoes to the crust and then topping with more mashed potatoes. And don't forget: Standard flakes make great additions to breadings and coating systems.

REHYDRATION

Reconstitute standard flakes in 77°C water and cold milk for a smooth, mealy texture. Avoid using boiling water, as it hydrates the dried cells so quickly that they rupture to create a sticky texture. Always follow the manufacturer's instructions for the dehydrated product you're using, as rehydration specifications may vary.

CHARACTERISTICS

REHYDRATED TEXTURE	Mealy; Similar To Fresh Mashed Potatoes
FREE SOLUBLE STARCH	Moderate
VISCOSITY	Moderate
WATER ABSORPTION	Moderate
CELL DAMAGE	Low-moderate
ADDITIVES	Mono And Diglycerides; Optionally Sapp And Sulfite





POTATO FLAKES: MILLED

Standard potato flakes can be ground to various sizes-often catted "Milled Potato flake." In fact, they can be ground so finely that they resemble flour. But make no mistake: Milled Potato flakes are not potato flour. The best use for Milled Potato flakes is as an all-purpose ingredient in food service, baking and general manufacturing





RECOMMENDED USES

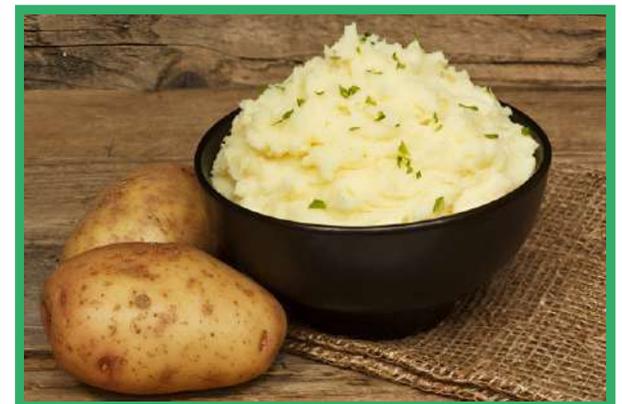
Standard potato flakes of various grind sizes are handy in pastas-especially gluten-free varieties-and in fabricated snacks. Many baked goods, pancakes and even tortillas made with potato flakes consistently come out moister than those without. Any binder or breading formulation can benefit from the addition of ground and standard flakes. And when used as a thickener, ground flakes are much less likely to clump than flour.

REHYDRATION

Ground standard flakes are not meant to be rehydrated for standalone use, but rather for use as an ingredient for further formulation. Always follow the manufacturer's instructions for the dehydrated product you're using, as rehydration specifications may vary.

CHARACTERISTICS

REHYDRATED TEXTURE	Sticky
FREE SOLUBLE STARCH	Moderate high
VISCOSITY	Moderate high
WATER ABSORPTION	Moderate high
CELL DAMAGE	Moderate high
ADDITIVES	Mono and diglycerides; optionally SAPP and sulfite





POTATO FLAKES: LOW LEACH

Standard potato flakes are among the most well-known and widely used potato products available. They're bright white in color and, when reconstituted, have the dry, mealy texture and delicious flavor that consumers expect from freshly cooked mashed potatoes. They belong atop any list of all-purpose ingredients for use in foodservice, bakery and general food manufacturing





RECOMMENDED USES

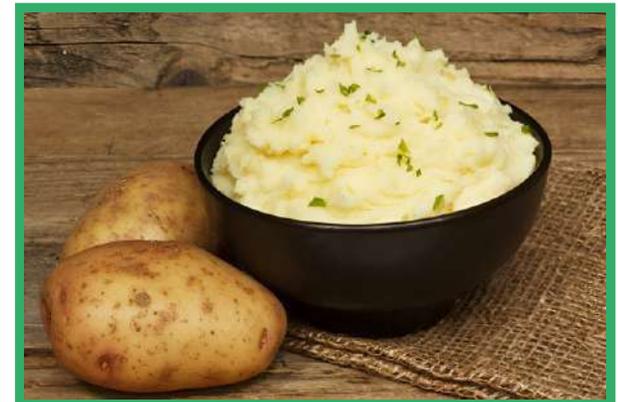
Low Leach flakes are typically used to manufacture all sorts of fabricated potato snacks, including sheeted and extruded snacks. When mixed with water and other ingredients, they yield a cohesive dough that's easily handled and formed in snack production. LP-LL flakes also add texture, nutrition and flavor to cookies, biscuits, crackers, pizza dough and more.

REHYDRATION

Rehydration isn't recommended except in the production of a mix, such as a snack dough. Always follow the manufacturer's instructions for the dehydrated product you're using, as rehydration specifications may vary.

CHARACTERISTICS

REHYDRATED TEXTURE	Sticky
FREE SOLUBLE STARCH	High
VISCOSITY	High
WATER ABSORPTION	High
CELL DAMAGE	High
ADDITIVES	Mono and diglycerides





POTATO GRANULES

Like potato flakes, granules are prepared using top-quality sliced, cooked and dried potatoes. Additional production steps include the gentle mixing of the cooked potato mash with dry "add-back" granules to absorb moisture and yield a granular dried product with individual or small agglomerates of potato cells. This granular structure increases the product's bulk density





RECOMMENDED USES

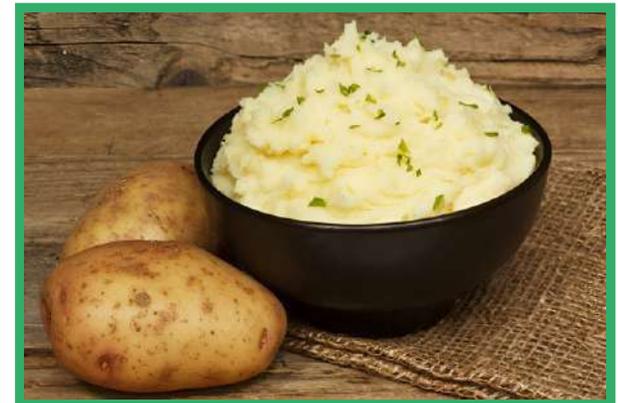
Standard granules are popular with hospitals, schools, nursing homes and similar institutions for their economy and consistent quality. They're suitable for use in nearly every application where standard flakes are used, including in the making of mashed potatoes. In manufacturing, granules appear in extruded, dried, shred-like products such as hash browns; dry mixes for extruded fries and other shaped products; fried, baked and pelleted snack products like chips, sticks and crackers; flavorings and thickeners; and breading, soups and frozen dinners.

REHYDRATION

Add granules to boiling water and whip. Always follow the manufacturer's instructions for the dehydrated product you're using, as rehydration specifications may vary

CHARACTERISTICS

REHYDRATED TEXTURE	Mealy; Fluffy; Similar To Fresh Mashed Potatoes
FREE SOLUBLE STARCH	Low
VISCOSITY	Low
WATER ABSORPTION	Low
CELL DAMAGE	Low
ADDITIVES	Citric Acid; Optionally Sodium Bisulfite, Bht, Sodium Acid Pyrophosphate; Mono And Diglycerides

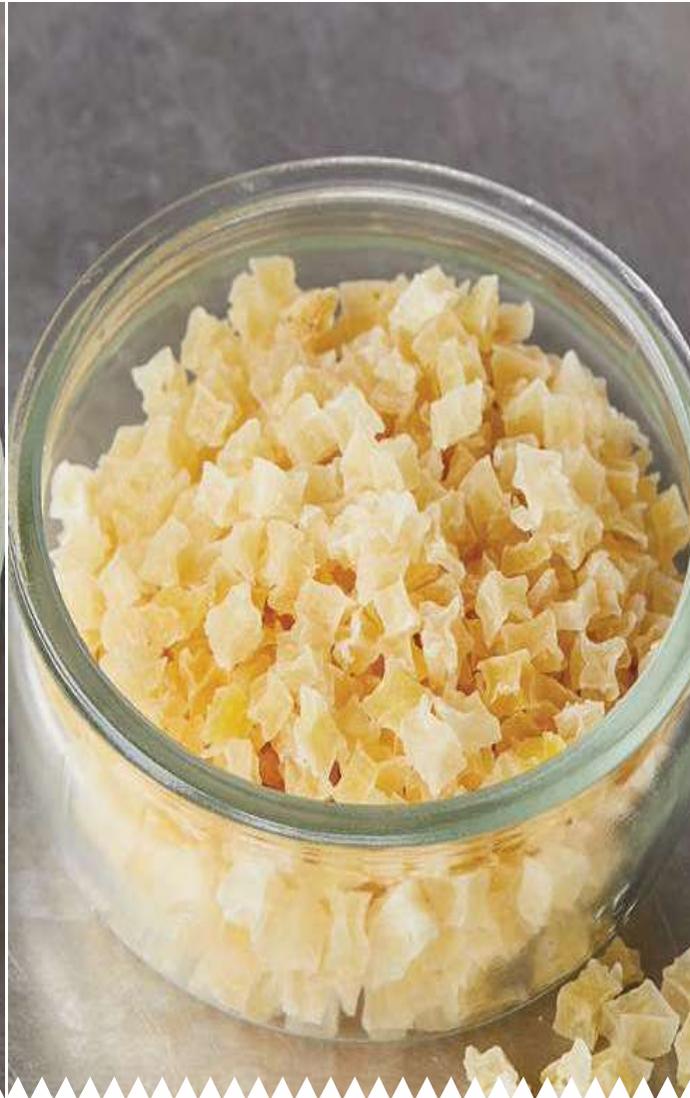




DEHYDRATED CUT POTATO SLICES, DICES, SHREDS

Goodrich offers a wide variety of dehydrated potato slices, dices and shreds for foodservice and manufacturing. These products are remarkably convenient, delivering fresh potato flavor and nutrition without washing, peeling, slicing, dicing or shredding. Once rehydrated, they cook up as firmly as freshly prepared potatoes, which wins them favor with consumers





RECOMMENDED USES

Use dehydrated potato slices, dices and shreds in any formulation that calls for potatoes: soups and stews; potato salads; hash browns; and casseroles, such as scalloped or au gratin potatoes. Food manufacturers can also explore new possibilities for potato pieces in dried and canned soups and stews, and in the extruded pellets used to make some snacks.

REHYDRATION

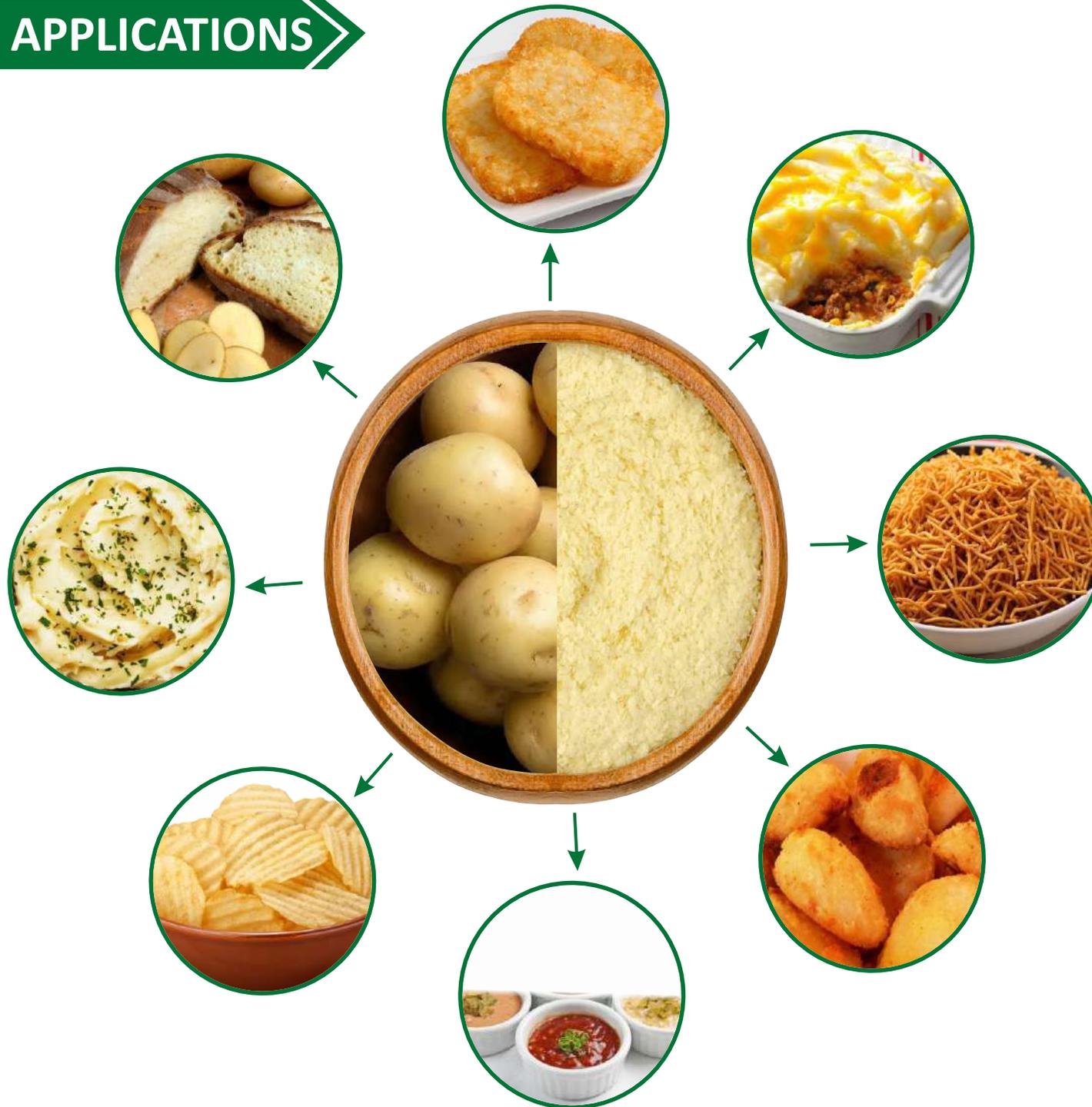
Rehydrate dehydrated potato pieces by covering with water, heating to 88°C and simmering until tender. Generally, rehydration time varies between 10 and 20 minutes depending on product size, specification and supplier. Always follow the manufacturer's instructions for the dehydrated product you're using, as rehydration specifications may vary.

CHARACTERISTICS

REHYDRATED TEXTURE	Similar In Shape, Texture & Appearance to Fresh-cut Potato Pieces
FREE SOLUBLE STARCH	Varies
VISCOSITY	Varies
WATER ABSORPTION	Very Low
CELL DAMAGE	Optionally Sodium Acid
ADDITIVES	Pyrophosphate, Sodium Bisulfite, Calcium Chloride



PRODUCTS APPLICATIONS



APPLICATIONS OF POTATO FLAKES

Potato flakes have versatile applications in the food industry due to their convenience, long shelf life, and ability to retain the original potato flavor and texture after rehydration



INSTANT
MASHED
POTATOES

01

When mixed with hot water or milk, potato flakes reconstitute quickly, offering a convenient and easy way to serve mashed potatoes without the labor of peeling, boiling, and mashing fresh potatoes.



SNACKS

02

Potato flakes are widely used to produce various snack products like potato chips, extruded snacks, and crackers. They act as a base ingredient or filler, providing the right texture and binding properties for shaping and flavoring



SOUPS
AND
SAUCES

03

Potato flakes are often used as a thickening agent in soups, gravies, and sauces. They provide a smooth consistency without overpowering the flavor, making them a popular choice for instant soup mixes or prepared meals.



COATINGS

04

Potato flakes can be incorporated into coating mixes for fried foods, offering a crispy and golden crust. They are used in coating chicken, fish, and other fried items, either alone or blended with other ingredients.



ALOO
BHUIJIA

05

Potato Flakes are also used in a very famous Indian snack, i.e. Aloo Bhujia, which comes under palatable snack food category

Specializing in Retail-Sized Potato Flakes

- **Retail Packaging Available:** We offer convenient 125 gm to 1 Kg packing for both potato granules and potato flakes.
- **Unique Offering:** Many key players in the industry don't provide these retail packaging options, giving you a competitive edge.
- **Convenient Sizes:** Perfect for consumers looking for smaller, more affordable portions without compromising on quality.
- **Quality Assurance:** Our potato granules and potato flakes are made with the finest ingredients, ensuring superior taste and texture.
- **Customization Available:** We can tailor packaging and product offerings to meet the specific needs of your market.
- **Market Differentiator:** Stand out by offering retail-sized packaging in a market where it's scarce.



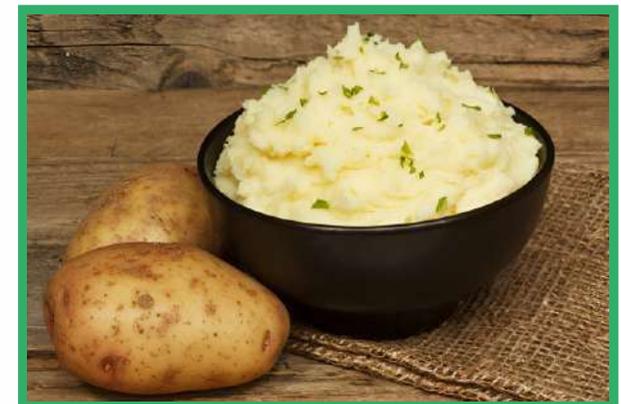


EMBRACING SUSTAINABLE INNOVATION

In an era where environmental stewardship is paramount, our potato flakes company stands as a beacon of sustainability, intertwining innovation with responsibility. By harnessing the bountiful harvest of local farms, we ensure that each flake embodies the essence of the earth, minimizing our carbon footprint through regional sourcing and streamlined production processes. Our commitment to renewable energy not only powers our facilities but also reflects our dedication to preserving the delicate balance of nature. By embracing biodegradable packaging, we strive to eliminate waste, inviting our consumers to partake in a journey that honors both the land and their palates. Together, we cultivate a future where nourishment and nature flourish in harmony

EARN SMILE BY PRODUCING POTATOES

Goodrich management, after a lot of contemplation has set up a state-of-the-art potato flakes manufacturing facility with ultra-modern machinery imported straight from Europe at Village Nagla, Meerut Road, Karnal. With this plant, the company aims to provide potato farmers with a lucrative way to sell their potatoes.



FREQUENTLY ASKED QUESTIONS (FAQs)

- **What specific products does your company offer to meet customer needs ?**

We offer dehydrated potato flakes, potato granules and potato cubes, dices. We will be soon launching Flavored French fries to our product portfolio.

- **What are Potato Flakes?**

Potato flakes are potatoes that have been cooked, dried, and processed dehydrated in flakes form or milled into a fine powder. They are commonly used as a quick and convenient substitute for fresh mashed potatoes for extrusion snacks.

- **What steps does your company follow to ensure the quality and consistency of your potato flakes throughout the production process?**

From raw material sorting to final packaging, every step in our production process is meticulously monitored. Our facility features advanced technologies, including the largest drum dryer in India at 7.5 meters in length, significantly larger than the industry norm of 5 meters. Additionally, we utilize two brush peelers instead of one to ensure superior quality.

- **How do you source and select the potatoes used in your flakes, and what criteria do you prioritize?**

We source our potatoes through several methods, including partnerships with local farmers, contracts with agricultural suppliers, and sometimes through cooperative agreements. We ensure potatoes should be high in starch content and free from blemishes, diseases, or defects.

- **What measures do you have in place to ensure the optimal storage conditions for your potato flakes to maintain their quality?**

We store our potato flakes in a climate-controlled environment, typically at temperatures between 50-70°F (10-21°C) to prevent moisture absorption and spoilage. We maintain low humidity levels, ideally below 60%, using dehumidifiers to prevent clumping and degradation of the flakes. Also, we conduct routine inspections and quality tests on our stored products to ensure they meet our high standards for flavor, texture, and safety.

- **What are the primary end applications for your potato flakes in various food products?**

One of the most common uses, extrusion snacks like aloo bhujia or mashed potato allowing consumers to quickly prepare a creamy side dish. Also, potato flakes act as a thickening agent and enhance texture and flavor in various soups and stews.

- **Why do you think a customer should Shift from fresh potatoes to potato flakes?**

Potato flakes offer a quick and easy preparation method, requiring only hot water or milk to rehydrate. This saves time and effort in cooking and cleaning. Moreover, Unlike fresh potatoes, which can spoil or sprout, potato flakes have a long shelf life, making them a practical pantry staple. Our potato flakes provide uniform texture and flavor, ensuring consistent results in recipes every time.

- **How does your company differentiate its products from competitors in the market?**

We utilize state-of-the-art processing methods that preserve the nutritional value and flavor of the potatoes, resulting in a premium product that stands out in the market. In addition to this, we prioritize sustainable sourcing and production methods, appealing to environmentally conscious consumers who value responsible practices.

40 + Countries and Continue...



OUR CERTIFICATION



ISO 9001:2015 CERTIFIED



HALAL CERTIFICATION



GOVT. RECOGNIZED STAR EXPORT HOUSE





Goodrich Cereals

GOODRICH CEREALS

HEAD OFFICE - Opposite Hotel Deventure, 1st Floor,
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