

## BENEFITS AT A GLANCE

**PROTEINS AND CARBOHYDRATES:**  
100 g sweet potatoes provide 20 g of carbohydrates, 2 g of protein and contain no fat.

**VITAMIN A:**  
A result from the beta-carotene, it plays a vital role in vision, bone development and the immune system.

**VITAMIN E:**  
Even a small portion of sweet potatoes covers the daily vitamin E needs of an adult. This helps protect cells from oxidative stress.

**FIBER:**  
Sweet potatoes are one of the highest fiber vegetables: 4 g fiber per 100 g.

**LOW IN CALORIES:**  
300 g sweet potatoes contain approximately 260 calories.

## A BENEFICIAL VEGETABLE

Healthy nutrition, exercising regularly and monitoring one's health have become a lifestyle choice. Today's consumers increasingly adapt a balanced diet, consuming tasty food that is also healthy. Sweet potatoes have everything to fulfill consumers' needs: they are delicious, versatile and contain minerals and vitamins, in particular beta-carotene. This is an antioxidant that converts to vitamin A and is responsible for the red, yellow, and orange coloration of some fruits and vegetables.



## ABOUT THE AMERICAN SWEET POTATO MARKETING INSTITUTE (ASPMI)



ASPMI is a non-profit organization that promotes the farming and harvesting of sweet potatoes in 13 American states including North Carolina, Mississippi, California, Louisiana, Arkansas, Alabama, Texas, South Carolina, Georgia, Florida, New Jersey, Virginia and Tennessee. The organization was founded in 2014 in the USA. It appointed mk<sup>2</sup> marketing & kommunikation in Germany to promote its marketing activities in Europe.

These and many more recipes can be found on:  
[www.sweetpotatoes.eu](http://www.sweetpotatoes.eu).

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## Sweet Potatoes from the US



## FOR BODY & SOUL

Live an active life  
with US sweet  
potatoes

Published by the Sweet Potato Marketing Institute

## HERE COMES THE POWERBULP

Delicious, versatile, rich in fiber, vitamins and minerals: sweet potatoes have become the new trend vegetable. The ancient tuber is one of the oldest vegetables known to man and a traditional staple food in many countries. It is distinguished by its brownish, orange-red skin and brightly colored flesh.

The United States is one of the top sweet potato growing countries. The majority of the sweet potatoes in Germany come from the US, especially from the south-east coast and California. There, warm temperatures and long frost-free periods provide ideal conditions for their cultivation. Thanks to extensive investments in storage and logistics, American producers supply us with aromatic sweet potatoes throughout the year.





## NOT TOO SWEET FOR DIABETICS

About 350 million people worldwide have diabetes, as reported by the World Health Organization (WHO), and this number is estimated to increase in the next years. According to the German Diabetes Help (Deutsche Diabetes-Hilfe), there are currently about 6.7 million people in Germany with diabetes mellitus, including around two million who are unaware of their condition.

## EYE HEALTH BOOSTER

Even the eyes are happy about every serving of sweet potatoes. The body converts abundant beta carotene found in the vegetable into vitamin A, which may help prevent eye conditions such as cataracts and the age-related macular degeneration (AMD), which worsen sight in the second half of life. For the same reason carrots are considered good for the eyes as well.

A healthy weight and a diet high in vegetables and wholegrain products help protect against diseases such as diabetes. Regardless of their high carbohydrate content, sweet potatoes have a favorable glycemic index (GI). Foods with a low GI value are slowly digested and absorbed, causing a more gradual and smaller rise in blood sugar levels. Sweet potatoes are therefore also suitable for people who suffer from diabetes. Despite their sugary taste, sweet potatoes are a nutrient-rich and high-fiber vegetable.

## SWEET POTATOES FOR BREAKFAST? OH YEAH!



*Pancakes*

### KEEP CALM AND EAT SWEET POTATO PANCAKES

Everyone loves pancakes - and the healthier they are, the better. Sweet potatoes provide all vitamins and fiber needed to start the day full of energy. With Greek yoghurt, almond milk and Californian walnuts, these pancakes are a real treat!



*Overnight Oats*

### PREPARE AT NIGHT, ENJOY THE NEXT DAY: SWEET POTATO OVERNIGHT OATS

Ideal for those who want to have a healthy breakfast without wasting valuable time. Mix oatmeal and sweet potato porridge in a glass jar and place in the refrigerator overnight. The result: a flavor experience.



*Smoothie*

### QUICK AND FRESH: SWEET POTATO SMOOTHIE

A creation that certainly cannot be missed in the breakfast highlights. The sweet potatoes serve as a sugar substitute and provide a naturally sweet note, combined with bananas, almond milk and raw cocoa.

## SWEET POTATOES FOR EVERY MEAL



*Spiralizer sweet potato*

### SPIRALIZER SWEET POTATO WITH ALFREDO SAUCE

Is it possible to prepare „light pasta“ dishes? Absolutely! Only replace classic noodles with sweet potatoes\* - that's it. The cauliflower Alfredo Sauce will provide a creamy texture that has a mild-spicy flavor thanks to the red chilies.

\* For the noodles you need a spiral cutter or simply cut the sweet potato into thin slices.

### EXOTIC AND SPICY: SWEET POTATO COCONUT SOUP

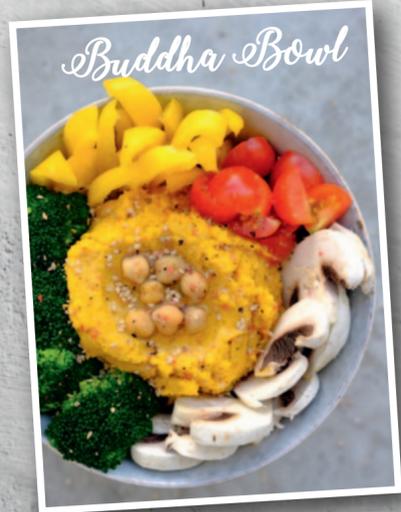
How about warm and hearty? With their sweet taste, sweet potatoes are the perfect complement to hearty dishes and go very well with coconut milk, chilies and cilantro.



*Sweet potato Coconut Soup*

### ALL IN ONE POT: BUDDHA BOWL WITH SWEET POTATO HUMMUS

This hummus is made with sweet potatoes, chickpeas and tahini, seasoned with turmeric, nutmeg and cinnamon. Perfect as a post-workout meal, finger food or just for in between. This recipe is easy to prepare and delicious.



*Buddha Bowl*



## VERSATILE, DELICIOUS AND FIT!

Knowing how good sweet potatoes are for health and nutrition, let's figure out how to use them in the kitchen. This delicious root vegetable can be prepared in countless ways and gives every dish a special touch.

Moreover, sweet potatoes fit perfectly into a balanced diet and are a great fitness food. Since the body slowly breaks down their long-chain carbohydrates, we get constant energy replenishment for an entire workout. The effect will be even better if the meal also contains a high-quality protein source.

A great option is to use the tuber as substitute for foods high in carbohydrates. Sweet potatoes can be utilized to replace bread or pasta and can even be turned into veggie patties. For baking, they can replace table sugar as well. Thanks to their natural sweetness there is no need to add extra sugar, which is a big plus for health-conscious consumers. Sweet potatoes are always a suitable option to eat what we love in a healthier way.

Sweet potatoes have conquered their place in a colorful and varied menu for fit and active consumers: either to start the day full of power, as an energy booster during lunch break or to end the day with a healthy and hearty meal. Get inspired by our recipes and enjoy the power tuber in every season, at any time.