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Side Delights Amazables! awarded for innovation

June 7, 2024

The [Masser Family of Cos.](#), an eighth-generation family-owned potato farming company, received product innovation awards and citations for the new Side Delights Amazables! potato product line.



Lela Reichart, vice president of new business development for Masser Family of Cos., holding the award.

MFC was awarded the 2024 Award for Excellence in recognition of product innovation from the Northeast Pennsylvania Manufacturers & Employers Association and the Employer Product Innovation Award from the National Association of Manufacturers in conjunction with the NEPA Manufacturers and Employers Association for the Side Delights Amazables! potato product line. The Excellence Award actively celebrates the mission of supporting the achievement of excellence among member companies.

Launched in March, Amazables! is an oven crispy-skin style microwavable U.S. No.1 grade Russet potato available with two custom Litehouse sauces created to maximize the taste of a Russet potato with complementary flavors, including Loaded Potato sauce and Buffalo Ranch sauce. Amazables!

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potatoes are wrapped in an innovative film with Krisp Film technology that shrinks around the potato in the microwave and cooks in only six minutes. The No. 1 recyclable film safely remains cool to the touch after microwaving while keeping the potato inside hot.

“We are thrilled that the Masser Family of Companies received recognition for the product innovation of Amazables!,” said Kathleen Triou, president and CEO of Fresh Solutions Network. “The Krisp Film Technology crisps the potato skin while the inside cooks up drier and fluffier — more like an oven-baked potato. Plus, the Litehouse sauces are scrumptious — truly delicious. People tell me, they devour them because they are just that tasty.”

Lela Reichart, MFC’s vice president of new business development, accepted the awards at the annual ceremony and dinner on May 7 at the Mt. Valley Clubhouse in Barnesville, PA. Reichart also received a certificate of achievement from the Pennsylvania House of Representatives for MFC’s impact on the community and economic development, consistently demonstrating excellence in advanced manufacturing and setting a benchmark for innovation, leadership and sustainable practices, and a certificate of special congressional recognition from the U.S. House of Representatives.

“We are honored to receive recognition for such an innovative product from an esteemed organization,” said Reichart. “MFC is proud to be a partner in the Fresh Solutions Network and to be a Gold level member of the regional Northeast Manufacturing Association.”

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