

A hand with black nail polish is holding a single potato chip over a bowl of food. The bowl contains a red sauce, guacamole, white cream, and fresh cilantro. Another similar bowl is visible in the upper right corner. The background is a light-colored wooden surface with scattered cilantro leaves. There are green decorative bars on the left and right sides of the page.

POTATOES RETAIL PROMOTIONS GUIDE

WHAT'S INSIDE

You'll find monthly thought-starters to help support your seasonal promotions, along with shareable images for your social posts, blog, and website. All images and recipes can be customized, reproduced, and shared in store and online.

ALSO IN THIS GUIDE YOU'LL FIND:

- **ACTIVATION IDEAS:** Ways to get shoppers excited about potatoes: recipe cards, cooking demos, or easy pairings.
- **STORE AND MEDIA MESSAGES:** Seasonal highlights to keep shoppers aware of, especially once inside the store.
- **SOCIAL MEDIA POSTS:** Sample posts with mouth-watering photos and specific recipe directions.
- **RETAIL RESOURCES:** Use of store-specific resources—weekly circulars, online publications, in-store magazines—to talk about how potatoes fit into seasonal events and trends.

JANUARY	2
NEW YEAR'S DAY NEW YEAR'S RESOLUTIONS	
FEBRUARY	4
PRO FOOTBALL CHAMPIONSHIP VALENTINE'S DAY	
MARCH	6
ST. PATRICK'S DAY COLLEGE BASKETBALL	
APRIL	8
SPRING SPORTS SPRING HOLIDAYS	
MAY	10
MOTHER'S DAY MEMORIAL DAY CINCO DE MAYO MEDITERRANEAN DIET MONTH	
JUNE	12
FATHER'S DAY GRILLING	
JULY	14
INDEPENDENCE DAY GRILLING	
AUGUST	16
BACK TO SCHOOL NATIONAL POTATO DAY	
SEPTEMBER	18
QUICK AND EASY DINNERS FALL SPORTS	
OCTOBER	20
HALLOWEEN BASEBALL PLAYOFFS	
NOVEMBER	22
THANKSGIVING	
DECEMBER	24
HOLIDAYS COMFORT FOOD NEW YEAR'S EVE	

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AMERICA LOVES POTATOES

There's a plethora of potato lovers in the United States, and with good reason—there's a lot to love.

But even avid potato fans can get stuck in the habit of preparing the same potatoes the same way, over and over. And while there's nothing wrong with a classic garlic mash, they're capable of so much more.

The truth about potatoes? They're a nutrient-dense vegetable versatile enough to go with any meal—plus, so many varieties and cooking methods means they never get boring.

In this guide, you'll find information and helpful tips about the varieties of potatoes, how they can be cooked and paired with other foods, and how to best feature them to appeal to customers, including:

- CONTENT CALENDAR | ACTIVATION IDEAS | STORE AND MEDIA MESSAGING
- SOCIAL MEDIA POSTS | RECIPE CARDS | DIGITAL IMAGES/SHAREABLE GRAPHICS

NEW YEAR'S DAY NEW YEAR'S RESOLUTIONS

A new year means different things to different people, but more than anything it signifies a new beginning. Many New Year's resolutions provide an excellent opportunity to highlight potatoes' nutritional benefits as a satisfying, nutrient-dense vegetable that fits into any new, healthy dietary regimen.

ACTIVATION IDEAS

- Encourage shoppers to try new versions of their favorite potato staples: air-fried or oven-baked fries, baked potato skins loaded with vegetables, or smashed potatoes.
- Display a rack of recipe cards showing gorgeous, mouth-watering photos of nutritious potato recipes sure to appeal to customers looking to stick to resolutions.
- Cross merchandise through secondary in-store locations, grouping potato varieties together with other foods to provide for a healthy meal (for example, place potatoes in endcaps in the meat section along with other vegetables to inspire consumers to make a hearty and healthy stew).

STORE + MEDIA MESSAGES

- For those embracing resolutions involving healthier choices, highlight that potatoes are a nutrient-dense vegetable great for satisfying a tempted, hungry belly.
- For people on a new workout program, complex carb-filled potatoes are perfect for fueling performance, and with loads of vitamin C and more potassium than a banana, they're great for aiding in recovery.
- Some New Year's resolutions are bound to fail, but maintaining healthy choices can have huge benefits for minimal effort.
- Whether mashed, smashed, or cooked in a stew, potatoes are a hearty and healthy choice.

RETAIL RESOURCES

In January, many consumers are just starting to attempt to eat and live healthier. It's a great time to call out the potato's versatility as a satisfying, nutrient-dense vegetable sure to please at any meal.

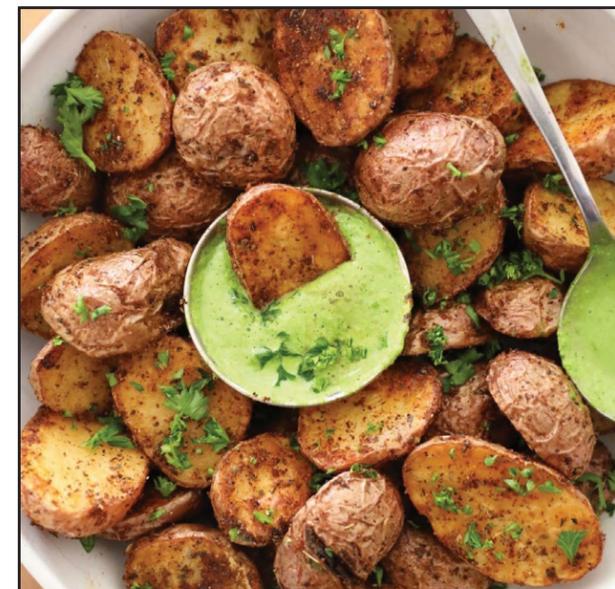
SOCIAL MEDIA POSTS



Winter is the best time of year to make my family's favorite comfort food, especially when it's an easy-to-make-from-scratch potato dish that's nutritious, high in vitamin C, potassium, vitamin B6—plus 2g of fiber and 3g of protein. @PotatoGoodness #sponsored #potatogoodness #holidayseason #potatoes



Easy to make and delicious potatoes @PotatoGoodness are my go-to for my favorite dishes. Baked Potato Soup never disappoints and can be tailored to fit almost any dietary need.

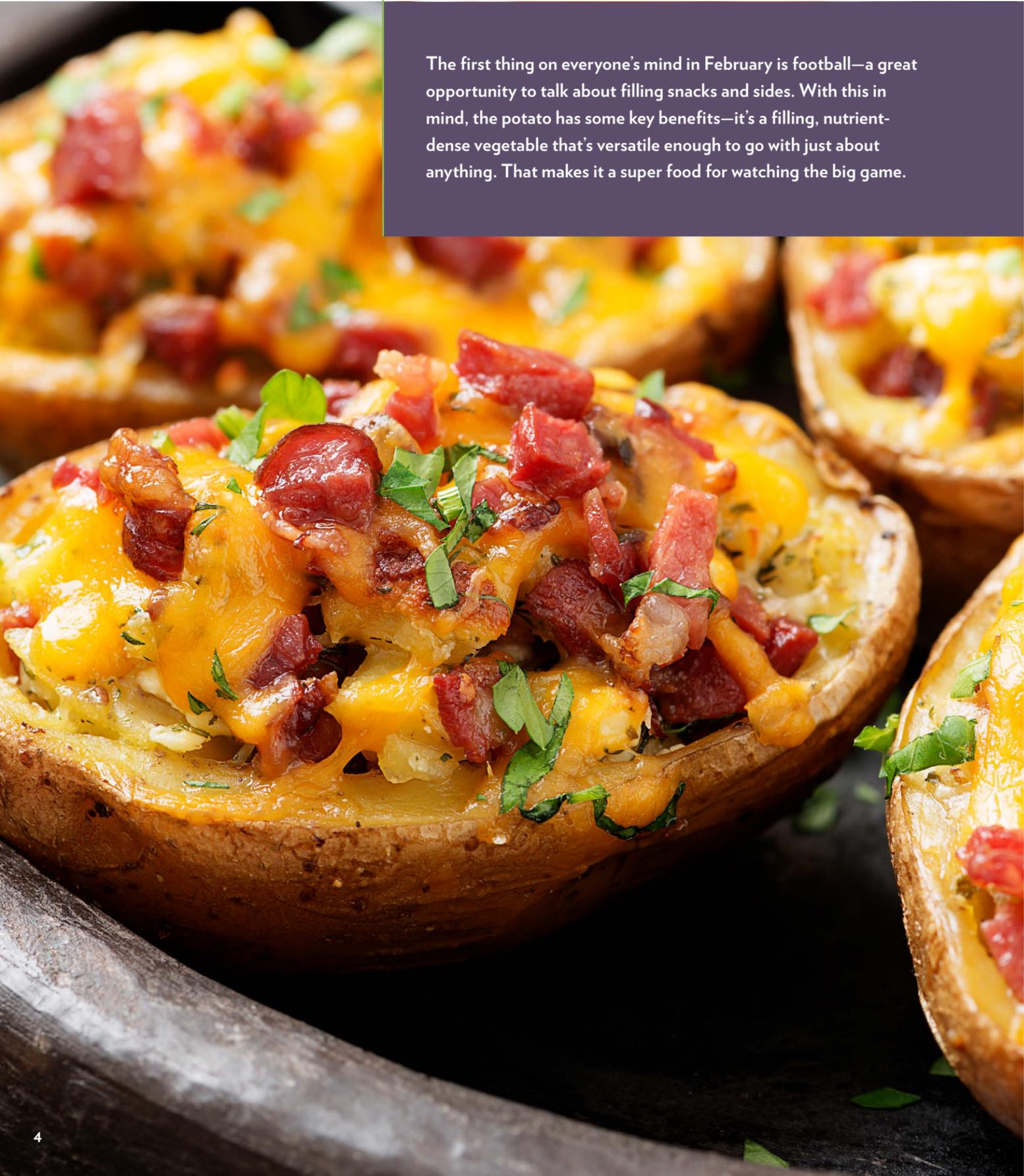


Four words: Crispy air fryer potatoes. They have a crispy, savory exterior and a steamy, tender inside. Pair them with green goddess dip & you've got your new go-to snack.

FEBRUARY

PRO FOOTBALL CHAMPIONSHIP VALENTINE'S DAY

The first thing on everyone's mind in February is football—a great opportunity to talk about filling snacks and sides. With this in mind, the potato has some key benefits—it's a filling, nutrient-dense vegetable that's versatile enough to go with just about anything. That makes it a super food for watching the big game.



ACTIVATION IDEAS

- Hold in-store cooking demonstrations to show how to prepare snacks for watching football, like baked potato skins, homemade potato chips, and Hasselback potato bites.
- Show shoppers how to make crispy seasoned potatoes resembling little footballs for the perfect bite-size football snack.
- Pair Valentine's Day cards with recipe cards showing ways to include potatoes in romantic gourmet meals for that special evening.

STORE + MEDIA MESSAGES

- Emphasize the versatility of potatoes to fit into any football-watching smorgasbord.
- That same versatility also makes it an excellent side to go with any romantic Valentine's Day meal.
- Call out National Tater Drum Day (February 2nd) with techniques for cooking homemade potato bites full of healthy carbs and ideas for different ways to include them in meals.

SOCIAL MEDIA POSTS



Hasselback potatoes are the perfect combination of baked potato + crispy baked potato chip! We've partnered with @PotatoGoodness to show you how to make our mini version for a side dish or dipping! #potatogoodness #sponsored #potatoes #fromourkitchen



Add some spice to your life with these everything-but-the-bagel seasoned tater bites. Equal parts crunchy, savory and cravable, they are the epitome of #potatogoodness.

RETAIL RESOURCES

February is the perfect time to promote potatoes around professional football as well as its versatility as a nutritious food for romantic Valentine's Day meals.

MARCH

ST. PATRICK'S DAY COLLEGE BASKETBALL

It's March, and everyone's thinking about three things: spring, St. Patrick's Day, and of course, college basketball. And whether as a hearty, nutrient-dense vegetable to go with an Irish supper or as a versatile bite-size snack to watch the games, potatoes are the perfect addition to your table.

ACTIVATION IDEAS

- For St. Patrick's Day on March 17, display Irish recipes while pairing potatoes with other traditional Irish fare, such as cabbage, bacon, and onions.
- Hold a contest to determine who can come up with the most exciting take on traditional Irish dishes.
- Showcase the potato's versatility as more than potato chips for snack food and appetizers while watching college basketball.

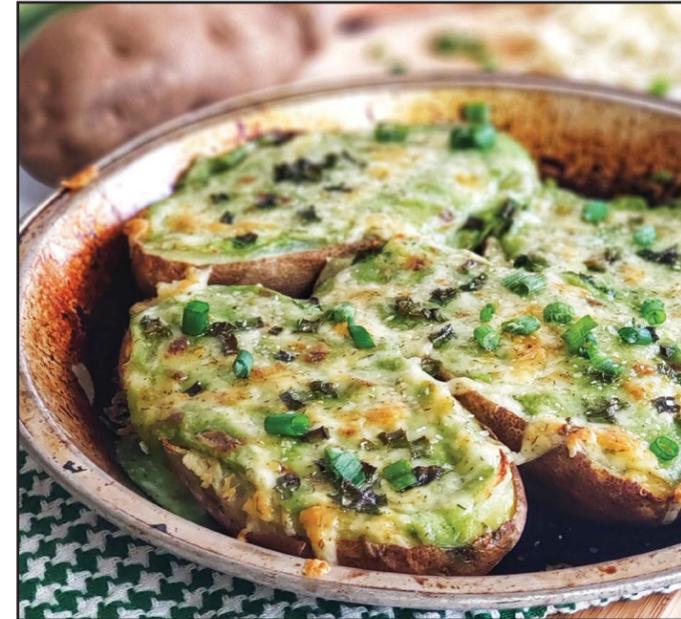
STORE + MEDIA MESSAGES

- March is Irish-American Heritage Month, and the potato is an essential part of Irish cuisine for St. Patrick's Day and the rest of the year.
- The potato is one of the most versatile nutrient-dense vegetables and a great accompaniment to any springtime meal.
- Potatoes fuel aspiring athletes with 3 grams of plant-based protein.

RETAIL RESOURCES

In March, keep shoppers informed about potatoes, how they relate to St. Patrick's Day and spring, and how they can be prepared in myriad ways as satisfying snacks for watching college basketball.

SOCIAL MEDIA POSTS



How about Creamy Green Veggie Twice Baked Potatoes for St. Patrick's Day? Spinach and green peas team up with 13g protein and 30g complex carbs to fuel life!



Step up your brunch with homemade potato pancakes! Top all that crispy @PotatoGoodness with sour cream, chives, and smoked salmon for a wholesome meal all in itself. #potatogoodness #sponsored #potatoes #fromourkitchen



Kid-friendly Cheesy Mini Gratin Potato Stacks are easy to make and taste delicious! Serve as a snack for the little ones or throw together for a light weeknight dinner or part of a special occasion. #sponsored #potatoes #potatogoodness

APRIL

SPRING SPORTS SPRING HOLIDAYS

April has so much going on, like huge moments in professional sports and holidays like Easter and Passover. Spring is in full swing, and people all over the country are opening up their doors to head back outside. Many consumers take advantage of warmer weather to start running, biking, or otherwise exercising outside, providing a great opportunity to promote potatoes. A delicious and nutrient-dense vegetable, potatoes go great with other vegetables for a healthy, satisfying meal that provides carbs for refueling before and after exercise.

ACTIVATION IDEAS

- Hold in-store “Easter Egg” decorating demos or stations for decorating potatoes in the style of Easter Eggs, then have an egg hunt.
- Showcase potatoe’s versatility as a side dish to Easter ham.
- Demonstrate that potatoes can be perfect snacks for watching sports, from homemade potato chips to loaded potato skins.

STORE + MEDIA MESSAGES

- Potatoes make great dishes for any Easter dinner.
- Potatoes are also kosher for Passover, and they can be a great way to make meals during Passover more filling and interesting.
- With potassium and vitamin C, potatoes will have everyone from aspiring athletes to fitness fans performing at their best.

RETAIL RESOURCES

In April, be sure to keep shoppers aware of how potatoes can be used as interesting and diverse side dishes, how they go with sports throughout the month, and how potatoes’ nutrients benefit the body.

SOCIAL MEDIA POSTS



Buffalo Chicken-Stuffed Potatoes: super easy weeknight dinner and perfect to prep during the week! These stuffed potatoes come together in no time after prepping the baked potatoes and shredded buffalo chicken. #potatoes #potatogoodness



Celebrate Easter with Spring Onion and Potato Soup. Make extra because it’s even better the next day. #potatoes #sponsored #potatogoodness



Potato Toasts with Avocado and Fried Eggs are a simple & nutritious start to the day! Potatoes are nutrient-dense and provide energy, potassium, and vitamin C to fuel your day. #potatogoodness @PotatoGoodness #potatoes #easybreakfast #breakfastideas #avocadotoast #whole30breakfast

MAY

MOTHER'S DAY | MEMORIAL DAY | CINCO DE MAYO | MEDITERRANEAN DIET MONTH

With the colder months out of the way, it's time for the sun to shine in May. The warmer weather has a tendency to bring people together, and whether for Mother's Day, Memorial Day, graduations, or weddings, May is a time for getting out, getting together, and celebrating. Gatherings like this mean hungry people, and potatoes—with their people-pleasing versatility—are perfect for serving a single family or a whole community.

ACTIVATION IDEAS

- Display recipe cards for Mother's Day meal ideas—whether it's home fries for breakfast in bed or something more gourmet, potatoes are a great way to tell mom you love her.
- Show how potatoes can be used in Mexican cooking, for example, how they pair with staples like corn, chiles, and beans.
- Pair potatoes with everything shoppers need to make an amazing Memorial Day cookout, along with recipes and optional add-ons.

STORE + MEDIA MESSAGES

- Potatoes are a welcome addition to any Mother's Day meal, and their versatility means there's something for every mom to like.
- Speaking of what moms like: the potato is a satisfying, nutrient-dense vegetable everybody loves to eat.
- May is Mediterranean Diet Month, and potatoes are an excellent source of vitamin C and a good source of potassium and vitamin B6 with two grams of fiber.
- The complex carbs in potatoes are great fuel for all the shoppers taking advantage of the weather to get out and be active.

SOCIAL MEDIA POSTS



Say hello to the lovechild of hashbrowns & waffles: potato waffles—shredded potatoes tossed in spices with two cheeses to create the perfect matrimony. Potatoes never cease to amaze with their versatility. You'll be blown away by this simple recipe!



After my long runs in the morning, I am always looking to refuel with potatoes! This Potato Power Bowl is loaded with nutrients and is the perfect breakfast to get you through the day! Potatoes are loaded with 2 grams of fiber, potassium, vitamin C, and more to help you feel your best. #potatoes #sponsored #potatogoodness

RETAIL RESOURCES

May is a great time to talk about Mother's Day and Cinco de Mayo, and it's also the perfect time to get shoppers thinking about eating outside again. That means highlighting potatoes for grilling and barbeque, as well as in salads and picnics.

FATHER'S DAY GRILLING

At long last, everyone's favorite season is arriving: summer! June means kids are getting out of school and into camp, and everybody just wants to be outside. Summer means family, community, and lots of social gathering—and that means a lot of outdoor cooking and eating. Whether for graduation parties, weddings, block parties, or a Father's Day cookout, June is a time for getting together outside to eat, drink, and have a great time.

ACTIVATION IDEAS

- Display recipes for grilled potatoes: not the most traditional way to cook potatoes, but easy, delicious, and sure to please!
- Hold a Father's Day contest to see who has the best potato salad recipe.
- Showcase potato salad recipes and other ways to get creative with potatoes in warm weather, such as topping skins with crème fraiche and smoked salmon.

STORE + MEDIA MESSAGES

- Father's Day is coming, and dads love it when their kids eat vegetables—like the nutrient-dense, delicious potato.
- Potatoes are an excellent source of vitamin C and a good source of nutrients such as potassium, vitamin B6, and 2 grams of fiber, necessary for recovery from all the outdoor exercise shoppers are getting.
- Most kids like potatoes, which means they get eaten when served and not thrown away.

SOCIAL MEDIA POSTS



With Father's Day around the corner, there's no better way to celebrate than with a cook-out. This year, cook up these easy and delicious Grilled Yellow Potato Planks on the grill. #potatoes #sponsored #potatogoodness



This simple potato salad is so creamy and super easy. Red potatoes make for a great, colorful side dish and are a good addition to your weekend cookout. #potatoes #potatogoodness

RETAIL RESOURCES

For June, use store resources to promote what dads love best—a good cookout filled with meat and potatoes for all. Potatoes are great for grilling all summer, whether at pool parties, picnics, or just being outdoors with friends.

INDEPENDENCE DAY GRILLING

July means long, hot days and warm, lazy nights. Ask anyone in the country and they'll tell you: there's no other month like July. Independence Day sets the pace for a whole month of summer celebration. It's the perfect time for grilling and eating outside, and potatoes are the perfect food no matter what the activity.

ACTIVATION IDEAS

- Hold demonstrations for preparing cold potato dishes—from salads to cold potato soups.
- July 4th means grilling, and grilling means fries. Most people get store-bought fries, but there is no shortage of homemade recipes that are just as delicious!
- On weekends, group potatoes with all the elements of a summer grilling feast so shoppers have easy access when they need it.
- On July 13, National Fry Day, create a contest for the best homemade fries.

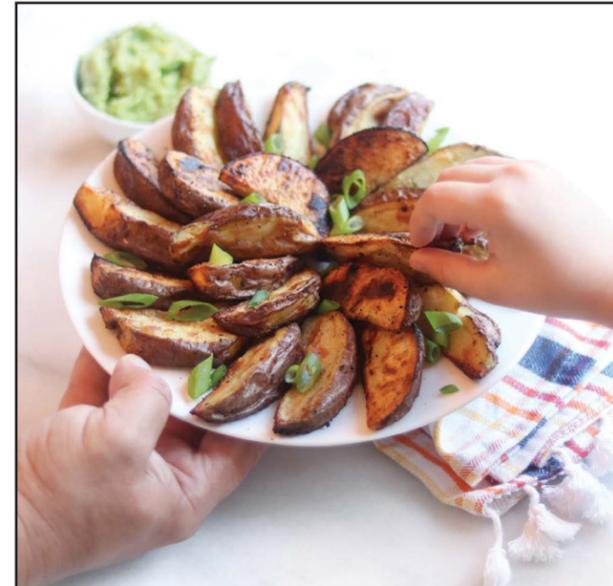
STORE + MEDIA MESSAGES

- Burgers and hot dogs are on so many grilling menus, but none is complete without fries.
- Summer potato salads and other cold potato dishes are a great way to get your vegetable intake and still enjoy an outdoor meal.
- With three grams of plant-based protein, potatoes are great fuel for anyone in summertime sports.

RETAIL RESOURCES

July is a great time to create messaging around Independence Day, of course, and other topics of interest include grilling, salads, and picnics.

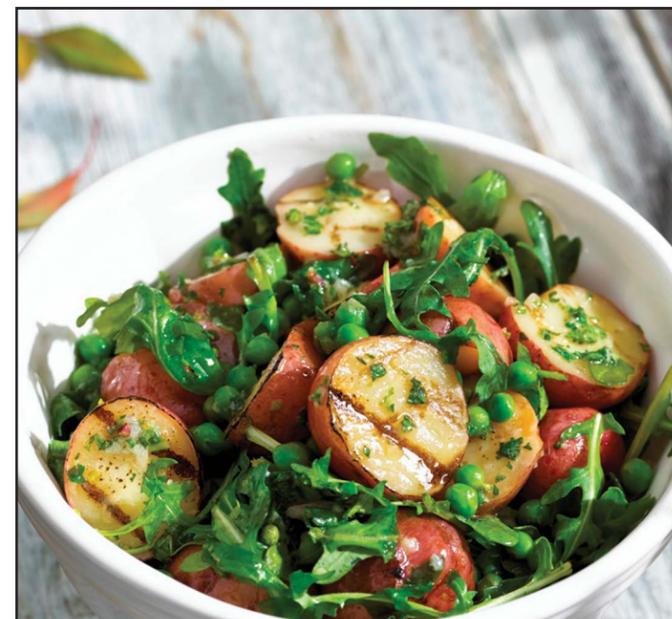
SOCIAL MEDIA POSTS



Blooming Herb Roasted Red Potato Wedge! Potato wedges are already super easy to make, but are even easier with red potatoes. Potatoes are nutrient dense, have 2 grams of fiber, B vitamins, iron, and potassium. #potatoes #sponsored #potatogoodness



Chile Lime Curly Hash Browns are a baked-not-fried side dish for any meal of the day! This sheet pan recipe is easy and fun to prep using a spiralizer to make long, twisty potato strands.



Summertime is cookout time! Get obsessed with this Grilled Potato and Arugula Salad. It will satisfy all your cravings and is super easy. #potatoes #sponsored #potatogoodness

BACK TO SCHOOL NATIONAL POTATO DAY

It's incredible how the summer months seem so much shorter than winter, and all good things must come to an end. For kids, it'll soon be time to get back to school—so it's a great time to push potatoes as the perfect food for rushed breakfasts or snacks on the go. August 19th is also National Potato Day, and even though school is on everyone's mind, there's still time for picnicking, grilling, and otherwise just being outside.

ACTIVATION IDEAS

- Hold demos on innovative ways to fit potatoes into school lunches.
- Display recipes for grab-and-go potato snacks for a quick breakfast or a bite between school and extracurriculars.
- August 19th, National Potato Day, can be an all-out potato celebration extravaganza, with recipes, contests, demos, and more featuring America's favorite vegetable: the potato.
- Pair potatoes with grilling staples and recipes to show shoppers how to level up their grilling game.

STORE + MEDIA MESSAGES

- Potatoes are an easy and delicious way to get a nutrient-dense vegetable into lunches for school.
- Potatoes provide vitamins such as vitamin C and vitamin B6 along with nutrients such as potassium and 2 grams of fiber, essential for sports performance and recovery.
- August 19th is National Potato Day, an American celebration of potatoes and the many ways we eat them.

SOCIAL MEDIA POSTS



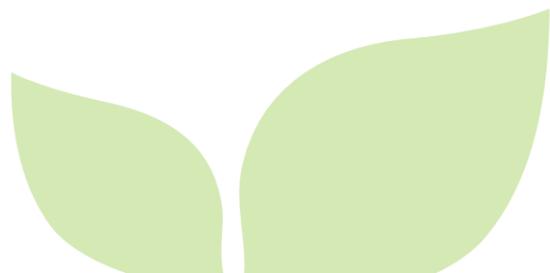
Have you heard of a Spanish-style #potato tortilla?! This traditional international dish is the perfect meal for brunch or lunch! #fromourkitchen @PotatoGoodness



Mini Potato Skins are the perfect snack or on-the-go lunch. Top with veggies and green onion or bacon, cheese, and a little ranch for the deluxe package. #potatoes #potatogoodness @PotatoGoodness

RETAIL RESOURCES

In August, shoppers are by and large focused on school coming back into session. Use store-specific resources to push the benefits of potatoes with respect to preparing for kids to go back to school—it's a good time to talk about how potatoes can be used as quick breakfasts, grab-and-go snacks, and easy dinners after extracurricular activities.



SEPTEMBER

QUICK AND EASY DINNERS FALL SPORTS

It's a good thing fall is a beautiful season, because it gets a bad break having to follow summer. As the days get a little cooler, we're reminded of how nice it can be to have warm food on a cool day. September also means team sports are underway, and with school and extracurriculars officially back, the name of the game is quick, easy dinners.



ACTIVATION IDEAS

- Display recipe cards for how to use potatoes as snacking finger foods for every Sunday from here to February.
- Display potatoes with everything parents or caretakers need to pack a nutritious and satisfying lunchbox
- Demonstrate grab-and-go potato recipes for a quick breakfast or to-go snack between school and other activities.
- Display recipes for quick and easy dinners, perfect after a long day of school and extracurricular activities.

STORE + MEDIA MESSAGES

- It's important to get kids their recommended serving of fruits and veggies, and potatoes are just the nutrient-dense vegetable for the job.
- Potatoes are great as a side dish or main course for quick, easy dinners after a long day at school and extracurricular activities.
- Loaded with potassium and 2 grams of fiber, potatoes are also great for recovery after a game or race.

SOCIAL MEDIA POSTS



Texas-Style Baked Potatoes! Whether you choose BBQ brisket or taco style, @PotatoGoodness will make sure your vessel is nutritious and packed with energy. #fromourkitchen #potatoes #sponsored #potatogoodness

RETAIL RESOURCES

In September, inform shoppers that potatoes are perfect for grab-and-go breakfasts and school lunches, and they shine as a nutrient-dense vegetable at dinner time. Potatoes are also the perfect snack food for any football game, versatile enough to serve as a snack, side, or main dish.

OCTOBER

HALLOWEEN BASEBALL PLAYOFFS



The air in most places is crisper, and the days are a little cooler—and a hot meal is a little more appreciated. Fall is underway, and that’s good for potatoes, because they really shine in a hearty stew or as a satisfying side to a main course. Potatoes at Halloween? A not-so-terrifying treat, even if it sounds unexpected. Potatoes are also the real MVP when it comes to watching baseball playoffs. And of course, with everyone well settled into the school-day routine, grab-and-go items reign supreme for before and after school.

ACTIVATION IDEAS

- It’s a great time for a contest or class on how to create Halloween-themed potato skins.
- Display potatoes with recipes and all the necessary ingredients for a hearty fall meal.
- Show recipe cards or have demos showing how potatoes can be made into special gametime snacks to watch your favorite pro baseball team.

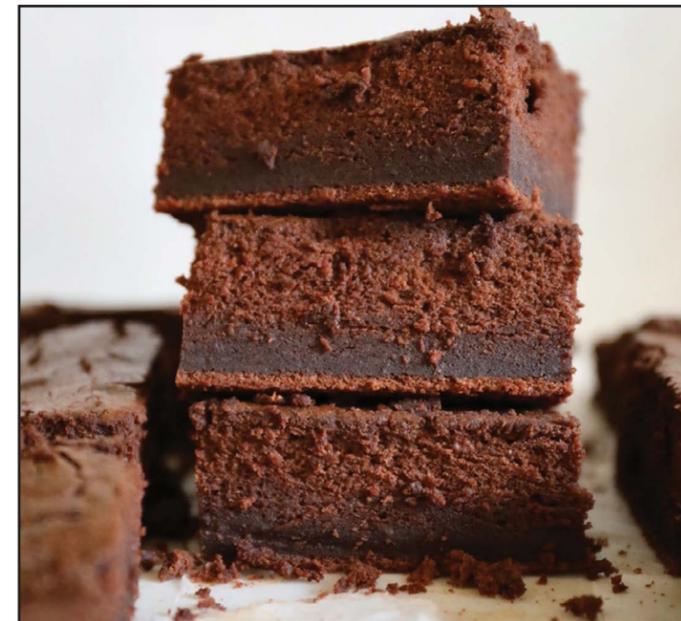
STORE + MEDIA MESSAGES

- The complex carbs in potatoes provide a much healthier energy boost than the quick sugar rush from candy.
- Potatoes can make a delicious, nutrient-dense meal that’s hearty and satisfying.
- Potatoes in so many forms—fries, skins, chips, and more—make great finger foods for snacking while watching the game.

SOCIAL MEDIA POSTS



Nothing spooky about these baked potatoe Jack-O-Lanterns as @PotatoGoodness are a good source of potassium, gluten-free and naturally fat free! Not just a snack, these are a fun craft idea for the little ones #sponsored #kidapproved #potatoes #potatogoodness



Can you guess the secret ingredient to these brownies? If you guessed potatoes... you’re right. These nutrient-dense veggies make a dang-good brownie—equal parts fudgy & cakey, but not too sweet.

RETAIL RESOURCES

In October, it’s a great idea to include messaging about Halloween and fall in general, snacks for watching sports, and meals and snacks before or during the school day. That means quick breakfasts to go, snacks and lunches for refueling, and tasty, satisfying dinners.

NOVEMBER

THANKSGIVING

With Halloween gone, we settle into November and the fall and winter ahead—and the potato retains its appeal as a hearty, filling, nutrient-dense vegetable. But potatoes are more than just an addition to a satisfying meal at this time of year, because when Thanksgiving comes, the use of potatoes can make or break a meal.

ACTIVATION IDEAS

- Go beyond the usual staples (mashed or baked) to provide recipes of potato sides that steal the show at Thanksgiving dinner.
- Showcase unexpected ways potatoes can fit into Thanksgiving dinner, like scalloped potatoes, or a fall vegetable and turkey casserole.
- As football season continues, there are numerous methods of decorating potatoes to resemble footballs for mealtimes or snacks that coincide with the games.

STORE + MEDIA MESSAGES

- Traditional Thanksgiving methods (mashed, baked, boiled, roasted) of potato preparation will never go out of style, but there are plenty of ways to jazz them up.
- If you decide to try something new, potatoes can satisfy in countless new ways. Do some experimenting to find a potato that shines.
- As the days grow colder, it's important to shore up your immunity with foods high in vitamin C, like potatoes.

RETAIL RESOURCES

In November, it's important to start thinking about messaging that resonates with hearty meals and colder weather. However, no moment in November will be greater than Thanksgiving, when everyone needs potatoes on their table.

SOCIAL MEDIA POSTS



Say hello to these ultra-light, ultra-fluffy, melt-in-your-mouth whipped mashed potatoes. These nutrient-dense vegetables are a natural whole food and a quintessential part of any holiday line-up.



Three words: boil, smash, roast. These Garlic-Butter and Herb Smashed Potatoes are everything: crispy, tender, and packed with flavor.



This potato casserole dish is a perfect Thanksgiving dinner side dish. Potatoes are a good source of potassium, gluten free, and an excellent source of vitamin C—and they are 100% kid approved too! #momwin #potatoes #potatogoodness #thankful #love #sponsored

DECEMBER

HOLIDAYS COMFORT FOOD NEW YEAR'S EVE

The end of the year is arriving, and with it come the holidays, the parties, and the visits with family. It also means colder weather, which means an opportunity and greater desire for heartier meals of comfort foods—as well as flu season and the opportunity for a discussion of health in general. And, of course, December 31st brings the New Year, resolutions, and the promise of a new beginning.

ACTIVATION IDEAS

- Hold demonstrations for how to use potatoes to appeal to everyone and bring family together at Christmas and other holiday dinners.
- Encourage shoppers to try different kinds of potatoes to find their favorite recipe—for example, making potato latkes with frozen shredded potatoes or dehydrated flakes for a new taste and texture.
- Show shoppers how to go wild with their side dishes for their New Year's dinners and parties.

STORE + MEDIA MESSAGES

- Potatoes provide an excellent chance to get creative with sides and mains for holiday dinners.
- Potatoes can be a great equalizer when it comes to bringing families together: everyone has different opinions, but they can all agree on how much they love potatoes—and each other.
- Potatoes offer a delicious and hearty addition to soups, stews, pot pies, and other comfort foods that help make the cold of winter worth not only enduring, but enjoying.

SOCIAL MEDIA POSTS



Amp up classic potato latkes with everything bagel seasoning are delicious and versatile! Try topping with applesauce.



Snuggle up with a big bowl of Winter Minestrone Soup. The potatoes in this cozy classic are a good source of potassium and an excellent source of vitamin C! #potatoes #potatogoodness @PotatoGoodness

RETAIL RESOURCES

Toward the end of the year, you can focus messaging around family and holiday gatherings—using food to bring people together and celebrate the season and each other.



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