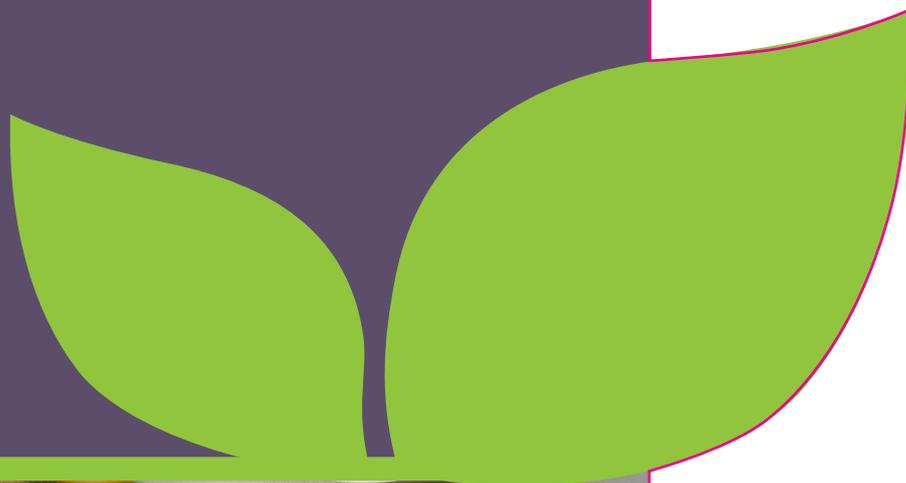




POTATO RETAIL TOOLKIT





WHO IS POTATOES USA?

As the marketing organization for the 2,500 potato farming families operating in the United States, Potatoes USA promotes five main potato products: fresh table-stock potatoes, fresh chipping potatoes, seed potatoes, frozen potato products, and dehydrated potato products.

Potatoes USA provides inspiration to retailers for how to best market, display, and otherwise promote potatoes to consumers, as well as providing useful tools, education, and support. Potatoes are the number one volume-driven vegetable at retail, so Potatoes USA focuses on offering retailers actionable recommendations to maximize potato categories throughout the store and online in order to increase long-term sales.

Potatoes USA was established in 1971 by a group of potato farmers to promote the benefits of eating potatoes. Today, as the largest vegetable commodity board, Potatoes USA is proud to be recognized as an innovator in the produce industry.

Potatoes
USA



Potatoes 101..... 1

Nutrition 11

Why Potatoes Matter to Retailers 15

Merchandising Best Practices 23

Promotions 43

Resources 70

HOW TO USE THIS GUIDE

Use this guide to educate employees and customers alike on the storage, handling, nutrition, and cooking methods of the various kinds of potatoes. This guide also provides insight into who is buying each different kind of potatoes, why they are buying that kind of potatoes, and how you can appeal to each demographic. You can then use the data to direct retail messaging both in-store and online to create stronger displays, more targeted and timely promotions, and social media engagement.



Potatoes

101

FROM SEED TO STORE

GROWING AND HARVESTING TIMELINE



Potatoes throughout your store, whether fresh, frozen, or dried, all start in the ground as seed potatoes. These smaller tubers sprout once planted, and are carefully grown utilizing specialized growing methods to produce fine potato crops to be sold in stores across the U.S.

PLANTING PROCESS

- Seed potatoes are cut into pieces.
- Seed pieces are loaded into planting machines, which place the pieces at the proper depth before they're covered with rich, fertile soil.
- Crops are carefully irrigated to receive precisely the right amount of water.

GROWTH STAGES

- Sprouts develop from the eyes of the seed potato.
- The plant emerges, forming branches, roots, and underground stems; tubers start to develop.
- Tubers expand; blossoms appear above ground.
- Potatoes reach maturity; vines turn yellow and die.

TO PREPARE FOR HARVEST

- Mature potatoes stay in the ground for 3-4 weeks. This causes the skins to thicken and set, improving resistance to bruising and extending shelf life.
- The potatoes are harvested with highly specialized, automated machines that separate potatoes from soil and rock.
- The potatoes are transported by truck to be sorted and stored.
- The potatoes are stored in climate-controlled facilities until ready for packaging.



DID YOU KNOW

U.S. potatoes are only planted in the same field every three to four years, to keep the soil healthy.



HOW TO MAXIMIZE A POTATO'S SHELF LIFE

Extending the shelf life of produce is a main goal for all produce. Even though fresh potatoes are living things, there are recommendations and solutions to help them last longer for both grocery retailers and consumers at home.

TEMPERATURE

Incorrect temperature can worsen the slight bruising that occurs naturally during transportation and harvesting. It can also contribute to dark spots and early sprouting.

SOLUTION: Store potatoes in temperatures between 45 and 50°F. Keep potatoes out of the light.

AIR

Air should be not too humid and not too dry to extend the shelf life.

SOLUTION: While it is hard to control air moisture levels, it is best to make sure potatoes are stored in a well-ventilated space. If possible, wet the floor below where potatoes are stored but not the potatoes. Perforated plastic bags and paper bags offer the best environment for extending shelf life.

LIGHT

Excessive light turns potatoes green and can give them a bitter taste.

SOLUTION: Store potatoes in a dark room before going onto the sales floor. Minimize the time spent in loading areas and cover the potato displays after hours to protect even more from the light. Rotating product helps move potatoes before greening occurs as well. Think first in, first out.

CLEANLINESS

Storing potatoes in areas that are dirty can lead to diseases in fresh potatoes.

SOLUTION: Clean and sanitize all potato-handling equipment. Make sure potatoes are dry before putting back in bags, in boxes, or on the shelf.

HANDLING

Rough handling can cause serious quality issues.

SOLUTION: Control the storage temperatures of potatoes. Avoid dropping potatoes or throwing boxes. Falling even a few inches can cause bruising.





As America's favorite vegetable, potatoes are ubiquitous in retail, and certain questions come up about them frequently. Here you can find useful tips, facts, and general information to answer those asked most commonly.

ARE POTATOES GOOD FOR YOU?

Yes. Potatoes are a nutrient-dense vegetable that provides the energy, potassium, and vitamin C needed for peak performance. Potatoes are naturally fat-free, cholesterol-free, sodium-free, and gluten-free. In addition, potatoes are an excellent source of vitamin C and, a good source of potassium. Research suggests that diets high in potassium and low in sodium, such as potatoes, may help to lower blood pressure.

ARE ALL THE NUTRIENTS IN THE SKIN OF THE POTATO?

No. While the skin does contain approximately half of the total dietary fiber, the majority of the nutrients are found within the potato itself.

ARE THERE DIFFERENCES IN NUTRIENT CONTENT BETWEEN THE SEVEN DIFFERENT TYPES OF POTATOES?

There are more than 200 varieties of potato sold throughout the United States. Each variety fits into one of seven potato type categories: russet, red, white, yellow, blue/purple, fingerling, and petite. The nutritional differences are slight, and all potatoes contain antioxidants, including vitamin C, carotenoids, and anthocyanins. The amounts and types of these nutrients do depend on the potato variety. So make sure your customers know of all the different potato types (e.g. reds, purples, yellows, russets) they can include in their diets.

DO WHITE POTATOES AND SWEET POTATOES HAVE THE SAME NUTRIENTS?

Both sweet and white potatoes provide similar amounts of key nutrients, including protein (2 grams and 3 grams, respectively), potassium, and vitamin B6, all of which contribute to a well-balanced, nutrient-dense diet. They are also similar in their calorie content, as well as the amounts of fiber, protein, and vitamin B6. White potatoes pack the greater potassium punch (620 mg versus 440 mg), whereas sweet potatoes lead the way in vitamin A (120% of the daily value). Both provide an excellent source of vitamin C (45% of the daily value for white potatoes and 30% of the daily value for sweet potatoes).

ARE POTATOES HIGH IN CARBS?

Potatoes are a nutrient-dense vegetable, with one medium (5.3 oz.) skin-on potato containing 26 grams of carbohydrates. Carbohydrates are the primary fuel for your brain and a key source of energy for muscles.

ARE POTATOES FATTENING?

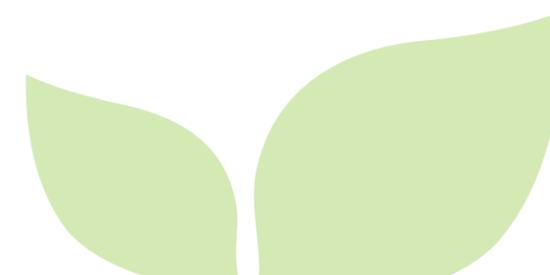
No, potatoes are not fattening. A medium potato contains 110 calories and 0 grams of fat.

HOW LONG DOES IT TAKE TO COOK A POTATO?

Potatoes come in hundreds of shapes and sizes. Preparation time will vary by recipe and by potato type, ranging from a few minutes to an hour. Frozen and instant formats are great options to speed things along, and using a microwave will reduce cook time for all potato recipes.

WHERE ARE POTATOES GROWN?

Potatoes in the United States are grown in nearly every state, although most of the potatoes are grown in Idaho, Washington, Wisconsin, North Dakota, Colorado, Oregon, Maine, Minnesota, California, and Michigan.



FRESH POTATOES



Because they're easy to prepare and pair with a variety of cuisines, potatoes lend themselves to convenient meals. They can be whipped together with a few simple ingredients in 30 minutes or less for a delicious meal.

RUSSET

Thick skin with light and fluffy center.

BEST USES: Baked or Roasted, Pan Fried or Sautéed, Mashed, Fried

RED

Thin skin and stays firm throughout cooking.

BEST USES: Baked or Roasted, Salads, Soups and Stews, Grilled, Steamed

YELLOW

Buttery flavor with a creamy texture.

BEST USES: Baked or Roasted, Mashed, Salads, Soups and Stews, Grilled

WHITE

Thin skin, subtly sweet, neutral flavor and stays firm throughout cooking.

BEST USES: Pan Fried or Sautéed, Salads, Soups and Stews, Fried, Steamed

PURPLE

Medium skin with an earthy nutty flavor and vibrant color.

BEST USES: Baked or Roasted, Salads, Steamed, Microwaved, Grilled

FINGERLING

Nutty and buttery flavor with a firm texture.

BEST USES: Baked or Roasted, Pan Fried or Sautéed, Steamed, Microwaved

PETITE

Similar in taste to their larger-sized cousins with more concentrated flavors.

BEST USES: Baked or Roasted, Pan Fried or Sautéed, Steamed, Microwaved

FROZEN AND INSTANT POTATOES

Frozen or instant potatoes are great for quick meals and sides, as they tend to be fast and easy to prepare.

FROZEN POTATOES

Take a trip down the frozen aisle of any grocery store and you'll find many different frozen potato options. These products are instantly quick frozen to lock in the taste and nutrients of fresh potatoes and maintain a longer shelf life. Baking or air-frying frozen potatoes are great time-saving options for quick meals or snacks. Frozen potato products include:

- Tater Drums
- Crinkle-Cut Fries
- Curly Fries
- Wedges
- Waffle Fries
- Potato Skins
- Whole Baked Potatoes
- Hash Brown Patties
- Mashed Potatoes
- Roasted Potatoes
- Shredded Hash Browns

INSTANT POTATOES

Contrary to popular belief, instant potatoes found in boxes in the center aisle of the grocery store are REAL potatoes. Whole potatoes are put through an advanced process to create premium instant potato products that retain most of the whole potato's nutrition. Instant potatoes provide significant amounts of potassium and some B vitamins, as well as smaller amounts of other vitamins and minerals, including iron. Some instant potato products include:

- Mashed Potatoes
- Hash Browns
- Au Gratin
- Scalloped
- Potato Dices
- Potato Soup

DID YOU KNOW?

All potatoes, processed or not, start as fresh potatoes. Processed potatoes contain the same nutrients as fresh potatoes, though the amount may vary based on the processing method and means of preparation.



Nutrition

WHAT POTATOES DO FOR THE BODY

NUTRITIONAL BENEFITS OF POTATOES

As a nutrient-dense vegetable, potatoes are a nutritional powerhouse. One medium (148 g/5.3 oz.) skin-on potato provides the energy, potassium, and vitamin C the body uses for fuel.*

CARBOHYDRATES

Potatoes have 26 grams of carbohydrate per serving, which is 9% of the daily value. Carbohydrates are a key source of energy, helping fuel the body, while also aiding in performance and recovery.¹ Carbohydrates are important for optimal physical and mental performance.²

VITAMIN C

Potatoes have 27 mg of vitamin C per serving, which is 30% of the daily value. Potatoes are considered to be an excellent source of this antioxidant. Vitamin C aids in collagen production—a major component of muscle tissue—and supports iron absorption.⁴

POTASSIUM

Potatoes have 620 mg of potassium per serving, which is 15% of the daily value and more than a medium-sized banana (422 mg per serving).³ Potassium is an electrolyte essential for muscle functioning. Potassium is lost in sweat, so it needs to be replenished for optimal performance.²

IRON

Potatoes have 1.1 mg of iron per serving, which is 6% of the daily value and more than half the amount in a 3-ounce beef patty (2.06 mg per serving).³ Iron is a mineral involved in making proteins that carry oxygen to all parts of the body, including to the muscles.

VITAMIN B6

Potatoes have 0.2 mg of vitamin B6 per serving, which is 10% of the daily value and considered to be a good source. Vitamin B6 plays important roles in carbohydrate and protein metabolism.

PROTEIN

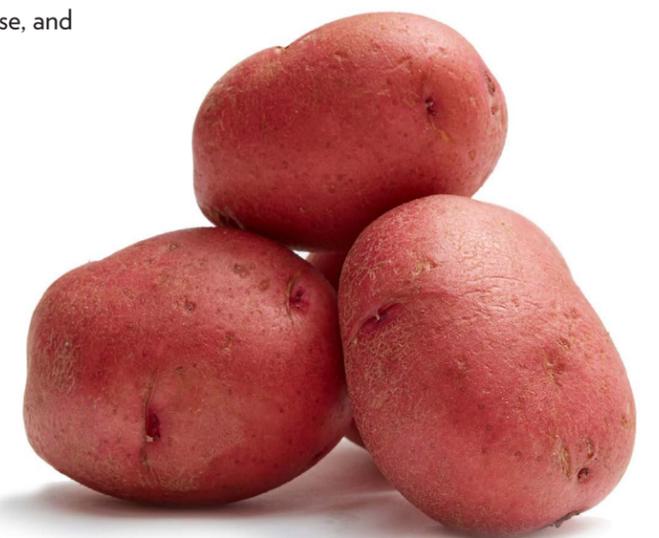
Potatoes have 3 grams of protein per serving. Protein is a key component of muscle and an important nutrient for athletic performance.

FIBER

Potatoes have 2 grams of fiber per serving, which is 7% of the daily value. Dietary fiber has been shown to have numerous health benefits, including improving blood lipid levels, regulating blood glucose, and increasing satiety.⁵

1. Burke LM, Hawley JA, Wong SH, Jeukendrup AE. Carbohydrates for training and competition. *J Sports Sci.* 2011; 29(Suppl 1):S17–27.
2. Thomas DT, Erdman KA, Burke LM. Position of the Academy of Nutrition and Dietetics, Dietitians of Canada, and the American College of Sports Medicine: Nutrition and athletic performance. *J Acad Nutr Diet.* 2016; 116(3):501–528.
3. USDA Food Composition Database. USDA Food Composition Databases v.3.9.5.3_2019-06-13. <https://ndb.nal.usda.gov/ndb/>. Accessed September 5, 2019.
4. Pullar JM, Carr AC, Vissers MCM. The roles of vitamin C in skin health. *Nutrients.* 2017; 9(8):866.
5. Dahl WJ, Steward ML. Position of the Academy of Nutrition and Dietetics: Health implications of dietary fiber. *J Acad Nutr Diet.* 2015 November; 115(11):1861–70.

*One medium potato (148g/5.3 oz.) with skin on.



Why
POTATOES
MATTER
TO
RETAILERS

IN-STORE SHOPPER

IN-STORE POTATO CONSUMER PROFILE



Because over 80% of households buy fresh potatoes annually, knowing how potatoes impact the overall basket size—as well as what consumers are buying along with potatoes—helps retail decision makers plan for long-term future sales.*

POTATO BASKETS

- Baskets containing potatoes are almost twice as valuable to retailers as those without. Consumers spend almost \$90 per trip when potatoes are in the basket, as opposed to about \$42 per trip without potatoes.
- Potatoes are purchased most frequently with milk, bread, eggs, cheese, and onions, and they're considered a staple commodity. This shows how important it is to reach consumers while they are making their shopping list to get them to purchase potatoes.
- The majority of consumers know they are going to buy fresh potatoes before they go shopping. Finding ways to inspire shoppers in the pre-shop phase encourages more potato sales.

IMPORTANT CONSIDERATIONS FOR POTATO SHOPPERS

- **CONVENIENCE**
Highlighting ease of use and ingredient pairings shows shoppers how to save time and energy.
- **NUTRITION**
Showing this information lets shoppers compare ingredients and nutrition profiles.
- **RECIPES & INSPIRATION**
Showcasing recipes gives shoppers ideas for how to use various products.
- **PACKAGE SIZE**
Prioritizing preferred pack sizes gives shoppers access to the products they're more likely to want.

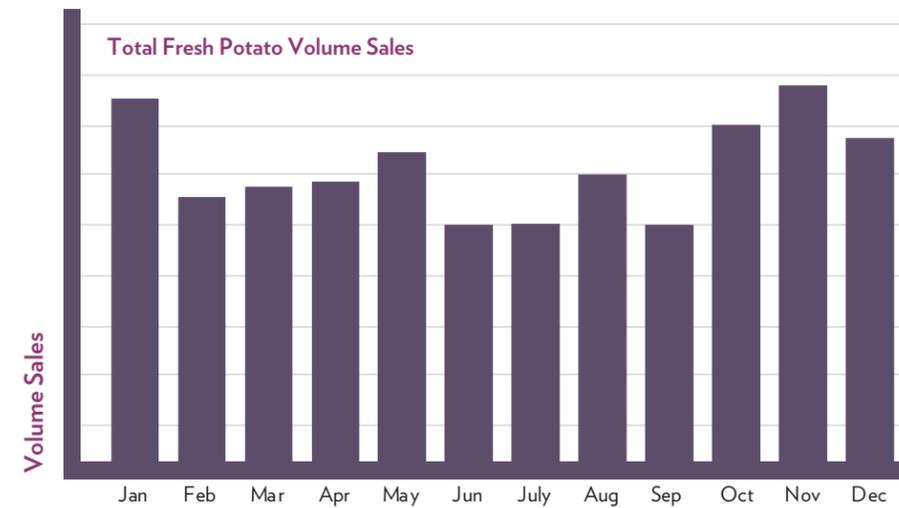
*The information on this page was collected from the Kantar Insights Total Score Study, and IRI Unify Sales Data.



FRESH POTATO CONSUMER DEMOGRAPHICS

- Men and women ages 55 and older purchase the most potatoes at grocery stores.
- Baby Boomers and Millennials buy the largest amount of fresh potatoes.
- Households with an income of \$55,000 and over buy potatoes in the store.

WHEN DO CONSUMERS PURCHASE POTATOES?

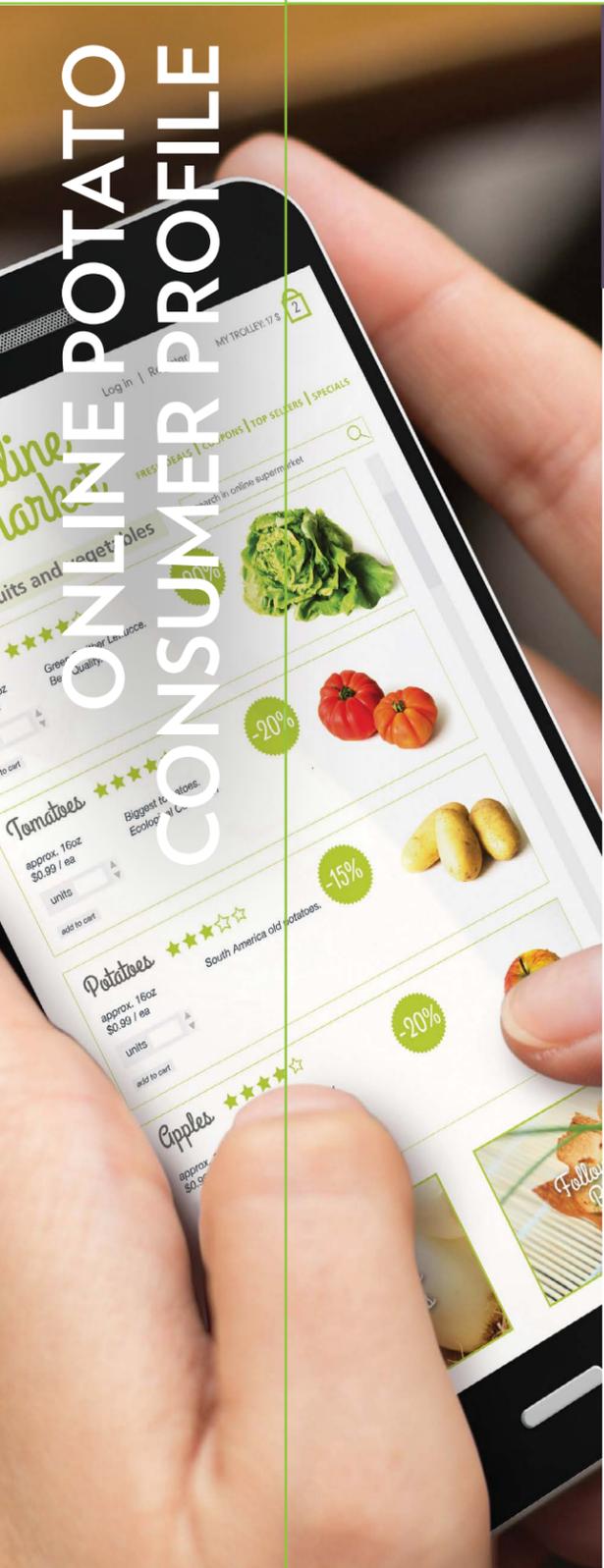


DID YOU KNOW?

84% of consumers know they're going to buy potatoes before they even get to the store. Make sure to reach consumers while they're making their shopping lists.



ONLINE SHOPPER



Only about 12% of consumers buy potatoes online, but they spend three times as much on potatoes alone when they do, so it's important to reach online consumers as well as those in the store.*

ONLINE FRESH POTATO CONSUMER DEMOGRAPHICS

- Both males and females purchase potatoes online.
- The majority of households purchasing potatoes online have both children and adults with college degrees.
- The majority of online purchases come from urban and suburban households.
- Millennials purchase the most potatoes through online grocery outlets.

PRE-SHOP DECISION FACTORS

- **TELEVISION**
Consumers saw a recipe on TV on either cooking or regular programming.
- **IN-STORE ENGAGEMENT**
Consumers saw a display of potatoes during a previous trip to the store and added potatoes to their list.
- **FRIENDS AND FAMILY**
A recipe was recommended or shared by family or friends online, on websites, or on in-store signage or displays.

ONLINE PURCHASE CONVERSION

- **SEARCH BAR**
Consumers want the search bar to take them directly to what they are searching for—to function as it does on non-grocery websites.
- **PRODUCT PAGE**
Product pages should be descriptive, including best uses, nutritional information, and high-quality pictures. Recipe ideas and the origin of the potatoes are also important to consumers.
- **PRICE AND PACK SIZE**
Price per ounce and size should be easy to see. Most consumers are shopping for bags of five pounds or less.



SPENDING ONLINE VS. IN-STORE

- Online consumers purchase an average of 2.7 types of fresh potato per trip.
- Consumers spend almost three times more per purchase on potatoes when shopping for groceries online (\$21.10) versus in-store (\$7.50).

DID YOU KNOW?

66% of consumers who purchased fresh potatoes online decided to go shopping online specifically to buy fresh potatoes, and then purchased other grocery items.

WHY POTATOES MATTER TO RETAILERS



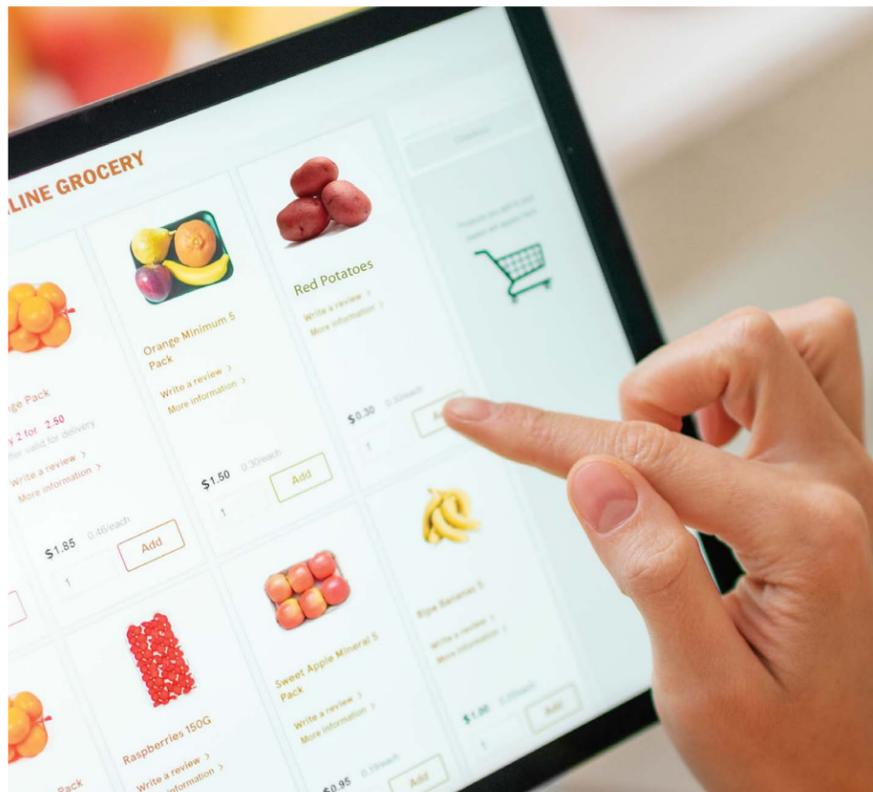
HOW CONSUMERS MAKE PURCHASING DECISIONS

FRESH POTATOES
PATH TO PURCHASE STUDY

Depending on the retailer and method of purchase, various consumer-marketing interactions can help drive consumers to purchase potatoes.

INTERACTIONS DRIVING PURCHASE

- Consumers use online resources, previous experience, and in-store engagement to drive their decisions to buy potatoes.
- Over half of all consumers engage with pre-shop activities to decide to purchase potatoes.
- A previous good experience with potatoes is the main reason consumers decide to purchase them.



PRE-SHOP ACTIVITIES

56% of consumers engage in pre-shop activities before shopping. Of those who do, the most impactful ways to drive fresh potato volume and dollar sales are:

- **PREVIOUSLY SEEN DISPLAY**
25% of consumers saw a display of potatoes during a previous trip to the store and added potatoes to their list.
- **RECIPES**
13% of consumers looked up, saw, or were given a recipe that influenced them to add potatoes to their list.
- **TELEVISION**
11% of consumers saw potatoes used on TV, either on a cooking show or regular programming.
- **FLYER AD**
9% of consumers were inspired to buy potatoes by a flyer ad.
- **SOCIAL MEDIA**
8% of consumers saw a recipe or dish that caught their eye on social media.
- **PROMOTIONS**
8% of consumers decided to buy potatoes based on some other promotion they saw.
- **SMARTPHONE**
8% of consumers bought potatoes because of some other smartphone engagement.

IN-STORE PURCHASING DECISION ACTIVITIES

Consumers are driven to make purchasing decisions during their trip to the store as well, with the following being the most significant influences:

- **DISPLAY**
29% of consumers buy potatoes because of a potato display they see at the store.
- **PRICE**
18% make in-store purchasing decisions based on a price they see.
- **PACKAGE SIZE**
17% of consumers make in-store purchasing decisions based on the package sizes available at the store.
- **PROMOTION**
13% of consumers make purchasing decisions due to promotions they see in-store.
- **SPECIAL DISPLAY**
12% of consumers are influenced to make in-store purchasing decisions based on a special display they see while at the store.

DID YOU KNOW?

The majority of consumers know they'll be buying potatoes before they even go shopping, making pre-shop activities an important way to get potatoes on shopping lists. 66% of those consumers have not decided on a potato to purchase, so in-store decision factors are important for driving conversion.

WHY POTATOES
MATTER TO RETAILERS

Merchandising
**BEST
PRACTICES**

INTRODUCTION

DID YOU KNOW?

Retailers who have diverse potato sets not only sell more potatoes but also get a higher everyday price for potatoes. Commissioned by Potatoes USA, IRI completed a merchandising best practices study to help grocery decision-makers across the country optimize their in-store displays for America's Favorite Vegetable. The merchandising study revealed key tactics top grocery retailers use to optimize in-store displays of potatoes to increase the value of the category.



BACKGROUND

Retailers fell into three categories within the research with distinct differences between each. Potato sales as well as in-store merchandising was evaluated by IRI to determine what was driving growth for some retailers and not others. Data was analyzed before, during, and after 2020 panic buying to ensure recommendations are based around normal buying patterns.

1. **Top Performing Retailers:*** Retailers who grew sales during panic buying of early 2020 and maintained increased potato sales through July 2021.
2. **Middle Performing Retailers:*** Retailers who grew sales during panic buying of early 2020 and maintained increased total store sales through July 2021. However, potato sales did not increase after panic buying subsided.
3. **Bottom Performing Retailers:*** Retailers who decreased both store sales and potato sales once panic buying subsided.

*Retailers by Tier – Top Retailers: 24 retailers, Middle Retailers: 25 retailers, Bottom Retailers: 24 retailers

WHAT'S INSIDE

Retailers should focus on three key areas to increase fresh potato sales: assortment, displays, and promotions.

ASSORTMENT | DISPLAYS | PROMOTIONS



POTATO TYPES

Grocery stores carry eight different types of potatoes. While some are more well known to grocery consumers than others, they all play an important role in building a strong fresh potato category.

POTATO TYPE CATEGORIES

Fresh potatoes can be broken out into four different categories for retailers.

Traditional mainstays: russet and red

The base of the fresh potato category, traditional mainstays are commonly known and regularly purchased by retail consumers.

Key options: yellow and white

Key options are commonly known, but not purchased as frequently by retail consumers.

Growth drivers: petite and medley

Growth drivers are growing significantly in percentage sales. While the percentage is increasing, they still make up only a small portion of overall retail potato sales.

Up-and-comers: purple and all other potatoes

Up-and-comers like purple and fingerling potatoes are growing in percentage sales.

BUILDING THE POTATO SET

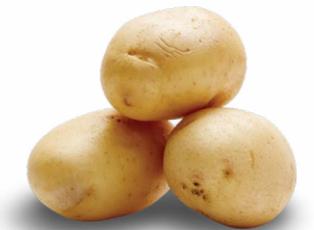
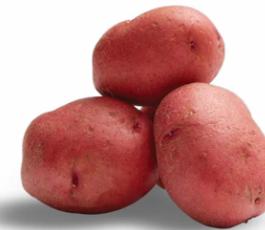


Start with russet potatoes

Russet potatoes make up the largest volume share sales of potatoes and are the base of a potato category. It is a good place to start when building the category, but it is not the only potato that matters.

Red, yellow, and white

These three types of potatoes are commonly known by consumers. They are just as important to the potato set as russet potatoes, and consumers expect to see these.



Petite, medley, and all other potatoes

These three types of potatoes make up a smaller percentage of volume sales but are important to a strong potato set. These potatoes offer incremental growth to top-performing retailers.

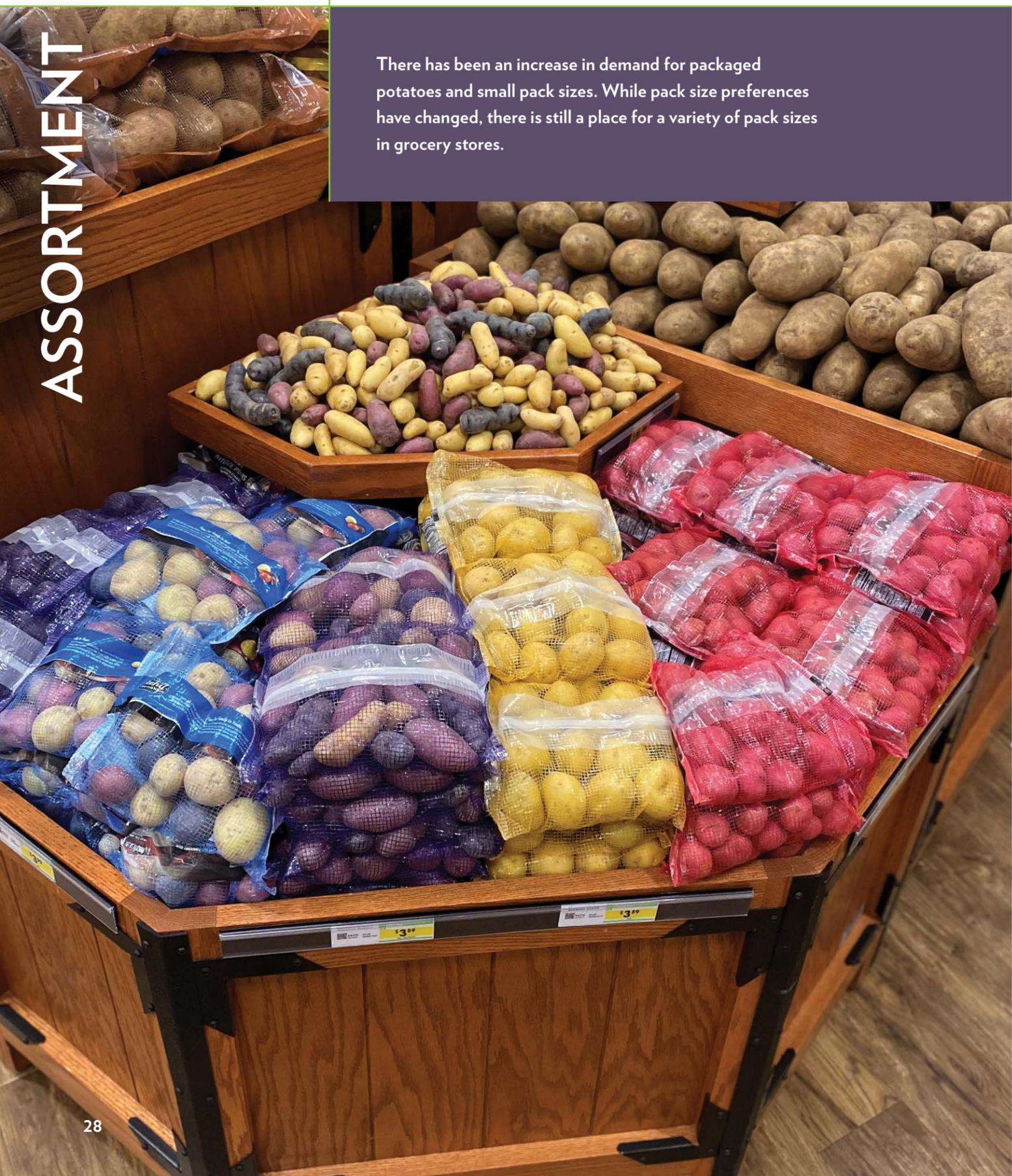


DID YOU KNOW?

More variety in types of potatoes leads to increased potato sales for top-performing retailers. Russet, red, yellow, white, petite, medley, and all other types of potatoes are important for increased growth.

PACKAGE SIZE

There has been an increase in demand for packaged potatoes and small pack sizes. While pack size preferences have changed, there is still a place for a variety of pack sizes in grocery stores.



PACKAGE SIZE CATEGORIES

Fresh potatoes can be broken into four different package size categories based on the weight of the bag:

- Small package: 0.1-3 lbs
- Medium package: 3-9.9 lbs
- Large package: 10+ lbs
- Bulk, random weight

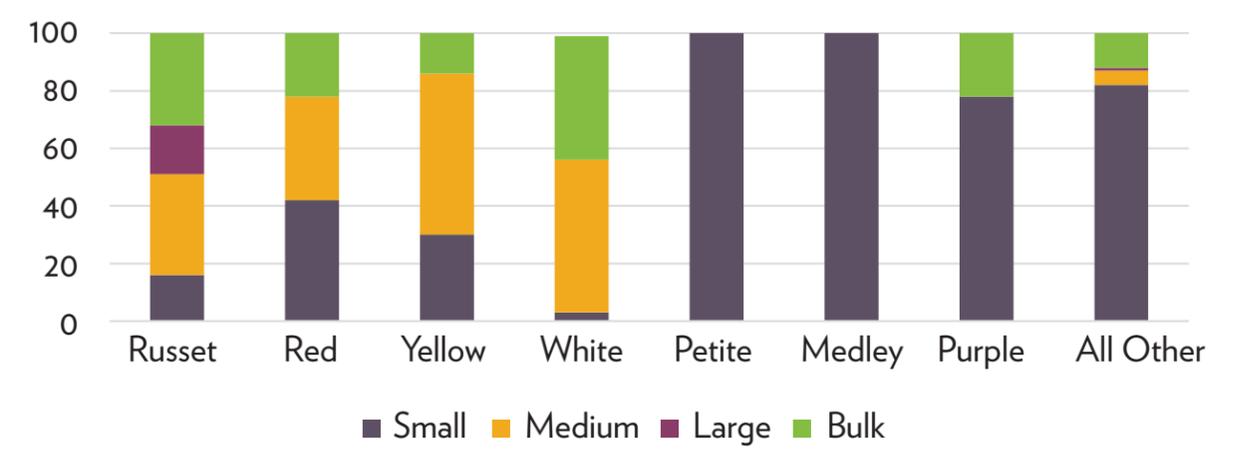
PACKAGE SIZE RECOMMENDATIONS

Top-performing retailers allocate a specific amount of space for each pack size based on consumer preferences:

- Small package: 33%
- Medium package: 35%
- Large package: 8%
- Bulk, loose potatoes: 24%

ASSORTMENT BY PACKAGE SIZE AND POTATO TYPE

Top-performing retailers allocate the below percentages to each type of potato in the various pack sizes.



DID YOU KNOW?

Top-performing retailers have more variety in bulk potatoes, and offer more type options in smaller pack sizes.



INCREMENTALITY

Incremental potato SKUs are options on the shelf that add additional value to the category. They do not take away from those traditional mainstays and key options but add additional sales for retailers.

TOP INCREMENTAL POTATO PRODUCTS

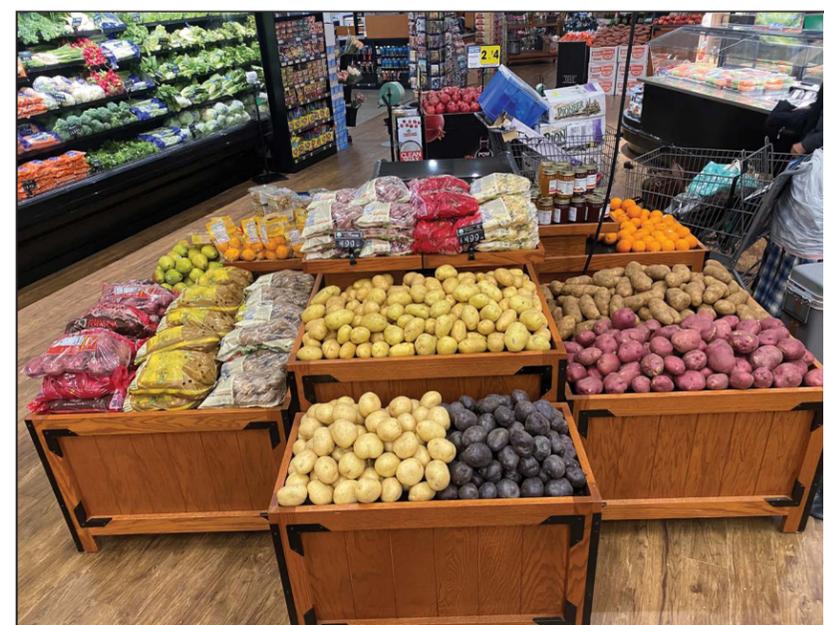
The top ten incremental potato SKUs range across most types of potatoes but are all in pack sizes of five pounds or less.

- | | |
|------------------------------|---------------------------------|
| 1. Petite, 1.5 lbs, Regular | 8. All Other, 1 lb, Savory Herb |
| 2. Petite, 1.6 lbs, Regular | 9. Red, 3 lbs, Regular |
| 3. Red, 1.5 lbs, Regular | 10. Medley, 1.5 lbs, Regular |
| 4. Russet, 2.5 lbs, Regular | |
| 5. Red, 1 lb, Garlic Parsley | |
| 6. Yellow, 5 lbs, Regular | |
| 7. Petite, 1.5 lbs, Regular | |

PRODUCTS NOT ADDING INCREMENTAL SALES

The bottom ten incremental potato SKUs show how important diversity is in a fresh potato category. Russets in too large of pack sizes cannibalize sales of other potato options.

- | | |
|--------------------------|---------------------------|
| 1. Russet 10 lb, Regular | 8. Russet 10 lb, Regular |
| 2. Russet 10 lb, Regular | 9. Russet 10 lb, Regular |
| 3. Russet 10 lb, Regular | 10. Russet 10 lb, Regular |
| 4. Russet 10 lb, Regular | |
| 5. Russet 10 lb, Regular | |
| 6. Russet 10 lb, Regular | |
| 7. Russet 10 lb, Regular | |



Diverse display of both bagged and bulk potatoes can be seen in this picture from a retailer in Idaho.



A variety of SKUs can be seen in this picture from a retailer in Idaho.

DID YOU KNOW?

More diversity in smaller pack sizes and value-added potato SKUs add incremental growth to potato sales. Over-indexing large pack sizes of russets has the opposite effect.



SPACING

Space is a precious commodity in grocery stores. Finding the right balance of what will sell, and in what quantities, is important to all grocery merchandisers for potatoes and across the whole store.

SPACE DEDICATION

Below is the space three types of retailers dedicate to potatoes. More space equals more sales for top-performing retailers.

Top Performing Retailers

14.9 FEET

Middle Performing Retailers

12.4 FEET

Bottom Performing Retailers

10.2 FEET

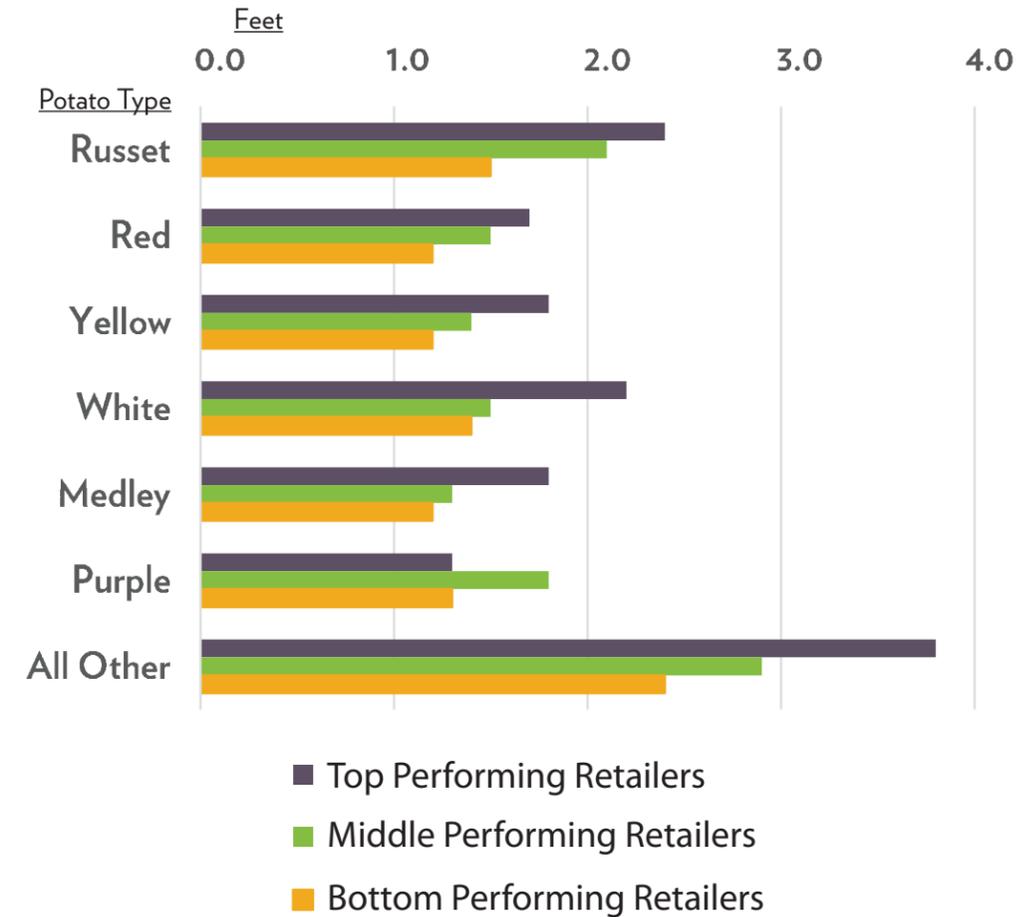
DID YOU KNOW?

Top-performing retailers dedicate 15 feet on average to potatoes and have higher potato sales than middle- and bottom-performing retailers. More potatoes equals more sales across all types.



PRIORITIZING SPACE BY POTATO TYPE

Top retailers distribute their space more evenly amongst types of potatoes, providing shoppers more opportunities to see faster-growing products. The chart below shows the amount of space the three types of retailers dedicate to potatoes.

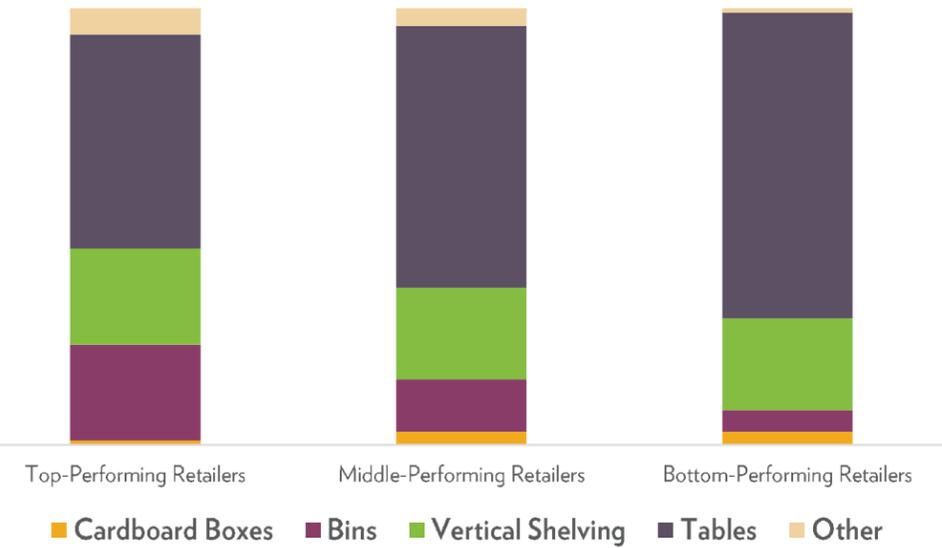


SHELVING

When it comes to potatoes in the produce department, grocery stores utilize four different types of shelving for displays. Displays help consumers identify and access potatoes in various ways.

SHELVING DISTRIBUTION

Top-performing retailers diversify their displays significantly to offer visually appealing ways for consumers to buy potatoes. Bottom-performing retailers rely almost exclusively on tables.



DID YOU KNOW?

Grocery retailers who use more than one type of shelving to display potatoes in stores sell more potatoes. Use more than one type of shelving fixture to display potatoes.

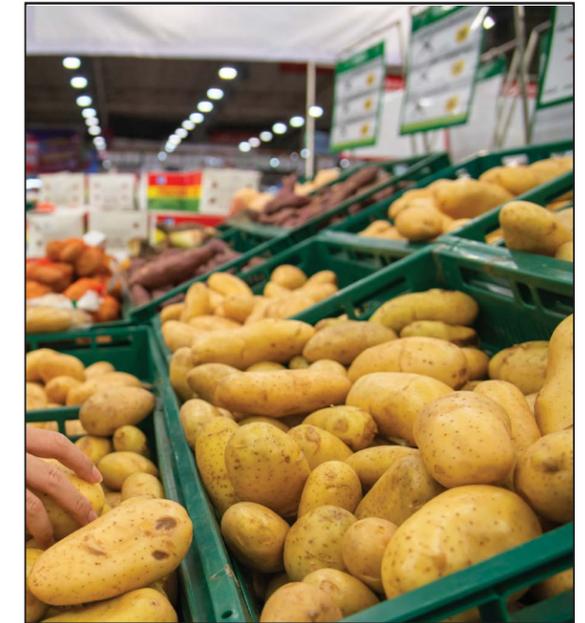


TYPES OF POTATO SHELVING

Below are examples of the types of shelving used for potatoes in grocery stores across the country.



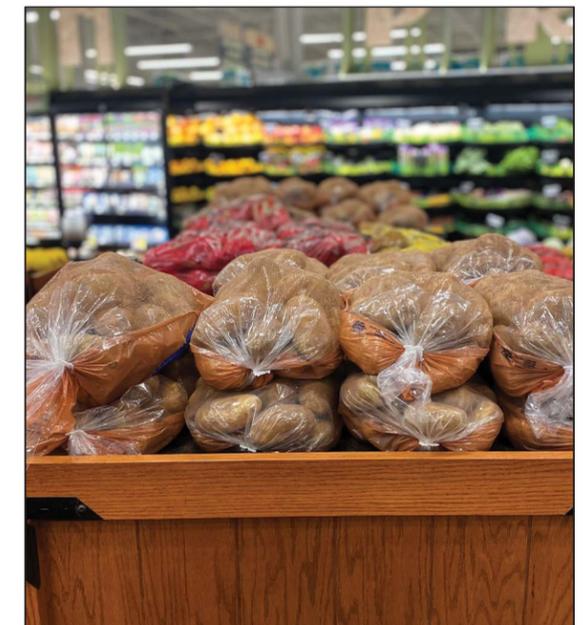
Cardboard Boxes



Bins



Vertical Shelving



Tables

SIGNAGE

Grocery stores have two types of potato signs: signs featuring a price, and signs helping sell the product.

DISPLAYS



TYPES OF POTATO SIGNAGE

Potato signage can be divided into two different categories: marketing signs and price signs.



Price signs are self-explanatory; they tell consumers what they will pay for potatoes.



Marketing signs clearly mark where consumers can find potatoes in the produce department.

SIGNAGE RECOMMENDATIONS

- Make the number of marketing signs even with the number of price signs. This tactic leads to increased sales of potatoes for top-performing retailers.
- Do not use an excess number of price signs. Middle-performing retailers use too many price signs, which confuses the consumer. This leads to a decrease in potato sales.
- Mark the potato category clearly with a marketing sign. If consumers are reminded to buy potatoes and can clearly see the price, they buy more across all types.

DID YOU KNOW?

An even amount of marketing signs to price signs will help grow potato sales, make it easy for consumers to find potatoes, and find the price regardless of if they are full price or discounted.



PROMOTING POTATOES

Promotion can mean a discounted product, but it can also mean highlighting a potato to bring consumers into the store. 76% of potatoes are purchased at full price, so promotional dollars can be used strategically to add growth.

STRATEGIZING PROMOTIONS

Top-performing retailers diversify their promotional dollars more strategically, leading to a higher average everyday price and fewer discounts throughout the year overall.

- Promote potatoes consumers are less familiar with how to use: petite, medley, and purple.
- Use less-heavy discounts to reach consumers. Potatoes are already affordable, so use promotional dollars to remind consumers to buy potatoes as opposed to training them to look for a deep discount.
- Reduce the number of discounts on potato types with higher volume sales: russet, red, yellow, and white.
- Think about when people buy a lot of potatoes. Promote lesser-known potatoes during the high-traffic periods and the higher volume sales potatoes during the slower months.

DID YOU KNOW?

Grocery retailers who promote potatoes strategically get a higher average everyday price for all types.

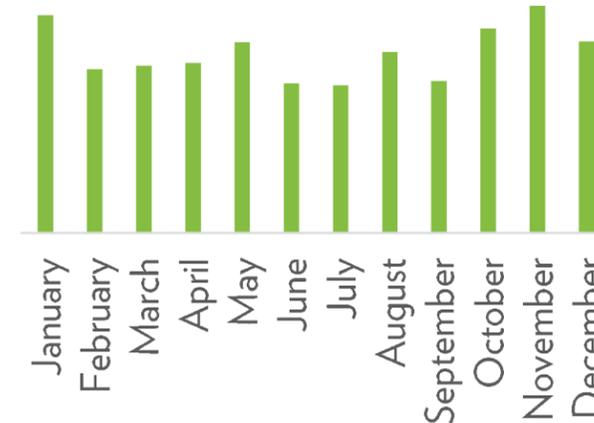


PRIORITIZING PROMOTIONAL PERIODS

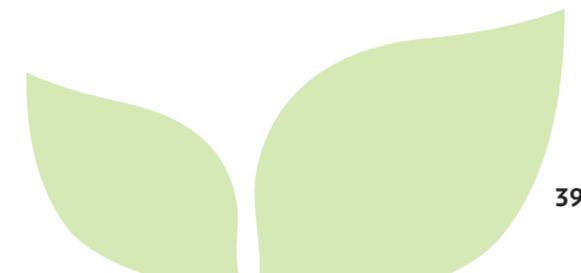


Russet, red, yellow, and white potatoes are familiar to consumers. They need less discounting overall and less attention during the holidays, when they already sell well. Use promotional dollars to highlight petite, medley, and purple potatoes, and this will lead to an increase all around.

Volume Sales of Potatoes by Month



Consumers buy potatoes every month of the year, but there are spikes during the holidays of November and not as many during the summer months of June and July.



KEY TAKEAWAYS

If bottom-performing retailers adopt merchandising tactics used by top-performing retailers, they could see potato sales grow by nearly 12% in volume sales across the potato category.

ASSORTMENT

- More variety in potato types leads to increased potato sales for top-performing retailers. Russet, red, yellow, white, medley, and all other types of potatoes are important for increased growth.
- Top-performing retailers offer more variety in bulk potatoes and more options in smaller pack sizes.
- More diversity in smaller pack sizes and value-added potato SKUs add incremental growth to potato sales. Over-indexing on large pack-sizes of russets has the opposite effect.

DISPLAYS

- Top-performing retailers dedicate 15 feet on average to potatoes and have higher potato sales than middle- and bottom-performing retailers. More potatoes equal more sales across types.
- Grocery retailers who use more than one type of shelving to display potatoes in-store sell more potatoes. Use more than one type of shelving fixture to display potatoes.
- An even amount of marketing and price signs will help grow potato sales, making it easy for consumers to find potatoes and their price, whether full price or discounted.

PROMOTIONS

- Grocery retailers who promote potatoes strategically get a higher average everyday price for all potato types.

DID YOU KNOW?

Additional information based on IRI regions can be accessed by contacting retail@PotatoesUSA.com.



Promotions

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

New Year's Day | New Year's Resolutions

FEBRUARY

Pro Football Championship | Valentine's Day

MARCH

St. Patrick's Day | College Basketball

APRIL

Spring Sports | Spring Holidays

MAY

Mother's Day | Memorial Day | Cinco De Mayo
Mediterranean Diet Month

JUNE

Father's Day | Grilling

JULY

Independence Day | Grilling

AUGUST

Back To School | National Potato Day

SEPTEMBER

Quick And Easy Dinners | Fall Sports

OCTOBER

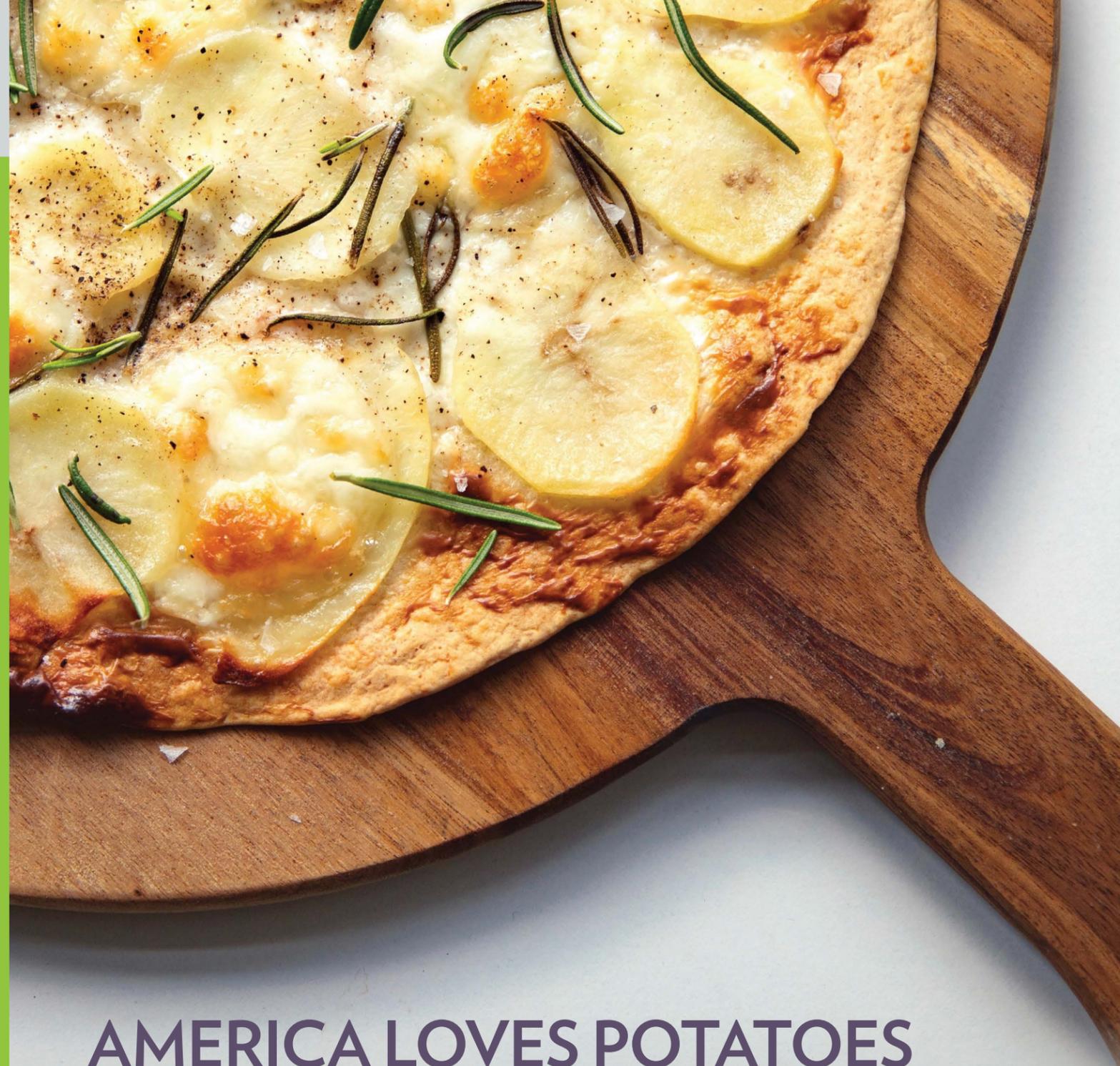
Halloween | Baseball Playoffs

NOVEMBER

Thanksgiving

DECEMBER

Holidays | Comfort Food | New Year's Eve



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

JANUARY

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).

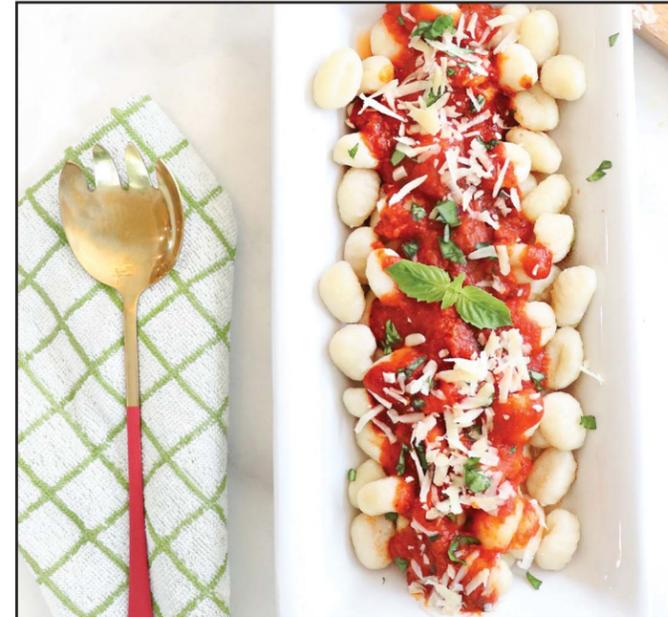
STORE + MEDIA MESSAGES

- 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.

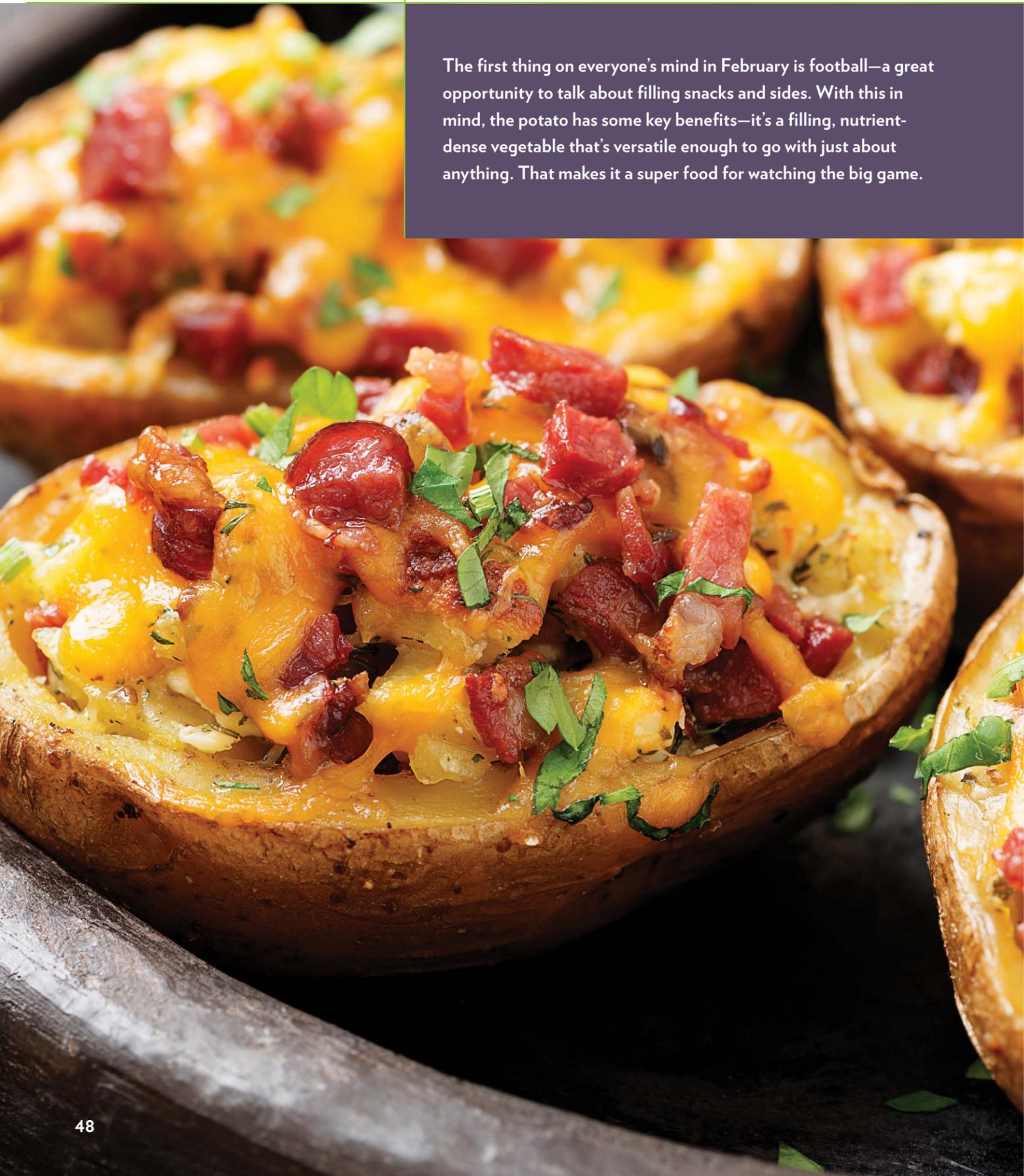


Four words: Crispy air fryer potatoes. They have a crispy, savory exterior and a steamy, tender inside. Pair them with green goddess dip & you've got your new go-to snack.

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

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.

JUNE

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.

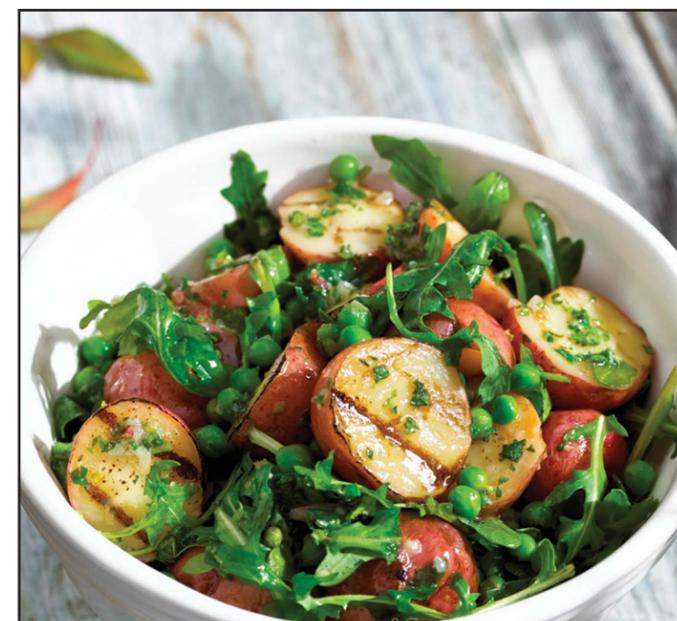
SOCIAL MEDIA POSTS



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.



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.

Resources

MATERIALS AVAILABLE AND WHERE TO FIND THEM:

All the following resources can be found at PotatoRetailer.com. For more information, email us at: retail@potatoesusa.com

- In-Store Consumer Profile
- Online Consumer Profile
- Merchandising Best Practices Guide
- Total Store Potato Study
- Path to Purchase Guide
- Retail Training Videos
- Potato Promotions Guide
- Virtual Shopper Guides
- Potato Type Handouts
- Potato Nutrition Handouts
- Signage Examples