

# FAMOUS IDAHO® POTATO TOUR

## TOURING SINCE 2012

and it is still TRUCKING ALONG stronger than ever!



People of all ages relate to the Idaho seal more than ever

*thanks*  
TO THE TRUCK

### TOUR STATISTICS

AVERAGE MONTHS ON TOUR

5

EVENTS WITH OVER 100,000 IN ATTENDANCE

31

EVENTS WITH OVER 350,000 IN ATTENDANCE

19

That many people would fill up

102  
NFL FOOTBALL STADIUMS

Traveled approximately  
25,000 miles per year

That's enough miles to circle the world **EVERY YEAR!**

Events held in  
369 cities & towns

Traveled through more than  
4,000 cities & towns

Visited all the lower  
48 STATES\*

We get **APPEARANCE REQUESTS DAILY** from fans, festivals, and events all over the country. (Let's just say the truck is in BIG demand.)

**16,000+ FANS ON FACEBOOK**



Is it **REAL?**  
(seriously)

THE NUMBER 1 QUESTION

How did Tater Tea alum Kristie Wolfe answer that?

*It's real...by awesome!*



IMMEASURABLE

We can't even begin to measure how many people have a picture of the Big Idaho Potato Truck on their mobile devices.

LOCAL,  
NATIONAL,  
AND EVEN  
GLOBAL  
RECOGNITION



People always identify with the national commercial and tell the Tater Tea™ to "go home" because the farmer is looking for them. (Even truck drivers tell them to go home over the CB. ...Truckers are SO jealous of our driver!)

GO HOME!



TV, Radio, Newspapers, Blogs, Social Media, Magazines

\*One persistent lady writes us all of the time to see if we can get the truck to Hawaii and Alaska!