

NAVIGATING *The* MENU ALLOWANCE PROMOTION AGREEMENT



Working with your
Foodservice
Promotion Director
and the Idaho[®] Potato
Commission's online
agreement tools.
IT'S AS EASY AS 1, 2, 3!

1
STEP

ACCOUNT INFORMATION

You will be asked for your chain, unit name, address, and contact person. We will also need the start date, plus the number of participating locations (including franchisees) so we can calculate the funding amount. *

*The standard \$25 per month up to \$3,000

2
STEP

REQUIREMENTS

A. Potato Categories



Hash Browns | |



Mashed | |



Fried | |



Baked/Other | |

B. Placement & Wording



Mandatory 1 inch in diameter size, the placement of Trademark next to featured potato item is required, and the use of the words "Idaho[®] Potatoes" must be present.

E. Approval of Documentation

Menu - Two samples of printed version, photo of menu board installed, or screenshot of online menu is required.



C. Proof of Purchase

Invoices of purchased certified Idaho[®] Potato products.



INVOICE



Trademark must not appear adjacent to any other starch reference for pasta, rice, or competing potatoes.

3
STEP

APPROVAL/FUNDING

Once supporting documentation and promotional materials are submitted and approved by your Foodservice Promotion Director your program gets funded and you're off.

D. Pre-approval

Preapproval of the draft/ design (or screenshot of online version) is required to insure correct placement and size of seal, photos and/or drawings of Idaho[®] Potato wording and product.



For all questions contact your Foodservice
Promotion Director
idahopotato.com/foodservice/contacts