

PROGRESSIVE
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POTATO

RETAILING TODAY



NO. 20



WINNING POTATO DISPLAYS

Twice as Nice

Idaho® potato retail display contest doubles awards, product partners for 2016.

For successful sales-building potato display ideas, look no further than the award-winning entries in the Idaho Potato Commission's annual Potato Lover's Month Retail Display Contest, now in its 25th year.

More than 5,000 retailers put their creativity on display in the 2015 contest from mid-January to mid-March, taking advantage of IPC's specially designed point-of-sale materials to build eye-catching produce promotions.

For 2016, the competition is expected to attract even more retailers aiming for the new \$2,000 top award, along with nine other award levels offering cash prizes.

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The 2016 Potato Lover's Month Retail Display Contest features **HORMEL® Real Bacon Bits** and **CountryCrock®** buttery spread as partners.





How to enter the IPC Potato Lover's Month 2016 Retail Display Contest

1. Using fresh Idaho® potatoes (bag, bulk or both), an Idaho® dehydrated potato product, HORMEL® Real Bacon Bits and Country Crock® Original, develop an eye-catching display following the contest rules (available at www.IdahoPotato.com/Retail).
2. Put up the display in your store's produce section for at least one week between Jan. 11 and March 11, 2016.
3. Submit a photo (digital preferred) of the display and an entry form (available at www.IdahoPotato.com/Retail) to the IPC so that it's received no later than March 25, 2016. Entries may be submitted online with a digital photo attached. All winners will be notified by June 3, 2016, and posted on www.IdahoPotato.com/Retail.

All entries will be judged on use of Potato Lover's Month signage, creativity of the display, how the display incorporates the partner products, and perceived salability of the display. Judging will be done by the Potato Lover's Month Display Contest Review Committee.

Potato Lover's Month by the numbers

Retailers in the IPC's Potato Lover's Month 2016 Retail Display Contest will compete with other same-size stores in one of three categories:

- 1-5 cash registers
- 6-9 cash registers
- 10-plus cash registers

Within each store category, entrants are eligible to win these prizes:

- 1st place — \$2,000
- 2nd place — \$1,500
- 3rd place — \$1,000
- 4th place — \$800
- 5th place — \$700
- 6th place — \$600
- 7th place — \$500
- 8th place — \$400
- 9th place — \$300
- 10th place — \$200
- Honorable Mention — \$100 (100 selected from remaining entries)

In addition, the Category Manager Match Program will award equivalent cash prizes to category managers at stores that qualify for a 1st through 10th place prize.



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"We love to see all the fresh concepts that our retailers come up with for the displays every year," says IPC marketing manager Jamie Bowen. "We also love the fact that their creativity is rewarded by the big jump in Idaho® potato sales every year during the contest."

Retailers will have more promotion options for the 2016 contest with the addition of Country Crock® Original buttery spread as a partner, along with Hormel® Real Bacon Bits.

"By featuring Idaho® potatoes enhanced by both Country Crock® buttery spread and Hormel® Real Bacon Bits, retailers can cater to their shoppers' taste buds and their need for fast, convenient 'comfort food' dishes that their families will love," says Bowen.

Retailers will vie for increased cash awards in 2016, honoring the 1st through 10th place winners in three different store categories. Ev-

everyone who enters the contest will also receive a free Hamilton Beach Personal Cup one-cup pod brewer, compatible with coffee grounds, K-Cups and soft pods.

Each in-store display should incorporate clearly marked fresh Idaho® potatoes (bag, bulk or both), Idaho® dehydrated potato products, Hormel® Real Bacon Bits and Country Crock® Original spread. (Country Crock® 45-ounce Original can be comfortably placed outside of refrigerated retail space for secondary placement and cross-merchandising promotions for 14 days.) Displays should also feature the IPC 2016 contest point-of-sale materials: two double-sided Potato

Lover's Month logo display signs, one large and two small double-sided signs with appetizing photos, and two inflatable Mylar Spuddy Buddies. In addition, the IPC website offers clip art and recipes at www.IdahoPotato.com/Retail.



“We love to see all the fresh concepts that our retailers come up with for the displays every year.”

—IPC MARKETING
MANAGER JAMIE BOWEN



Country Crock® and Idaho® potatoes: Delivering the perfect pair in the new year



Country Crock® Original buttery spread is a perfect fit for the Idaho Potato Commission's annual retail display contest because potatoes are the most cooked dish with Country Crock® after spreading on toast, according to parent company Unilever. On average, 43 percent of mashed potatoes consumed contain Country Crock®, the brand that has brought delicious, buttery spreads to American tables for more than 30 years. Country Crock® makes homemade mashed potatoes creamy and delicious.

In January and February 2016, Country Crock® will be promoting creamy and delicious mashed potatoes through a national FSI and 8 million special plastic bag closures, together with Idaho® potatoes. Country Crock® will also introduce a television commercial and digital marketing program. This is the extension of a program initiated in fall 2015, marketing the new, improved Country Crock® delivering real country fresh taste from real ingredients, including delicious oils, purified water and a pinch of salt.

Displaying Country Crock® in the produce section is as simple as our new recipes.

- Unopened Country Crock® Original 45-ounce buttery spread can be comfortably placed outside of refrigerated retail space for 14 days.



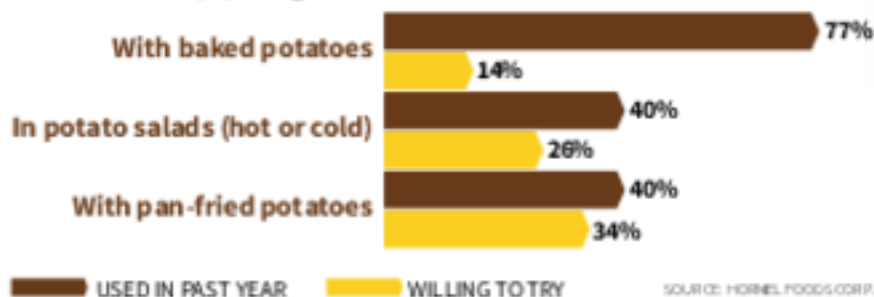
HORMEL® set to sizzle in third year with IPC contest



HORMEL® Real Bacon Bits and Idaho® potatoes go together like, well, like baked potatoes and crispy bacon, says Corrine Hjelmén, brand manager for bacon toppings at Hormel Foods Corp.

"We know that potatoes are one of the No. 1 usage occasions [for bacon toppings]," says Hjelmén. "For our retail partners, [the IPC retail display contest] is a great way to cross-merchandise and increase their sales on both their potatoes and their bacon toppings. It's really an incentive for consumers to buy both products."

Bacon toppings in action



For the 2016 IPC contest, Hormel Foods Corp. will be including coupons with all of its shippers, offering consumers an opportunity to save \$1 when they purchase one HORMEL® Bacon Toppings product and one bag of Idaho® potatoes (5 pounds or larger).

"Every year we continue to build this program and make it a stronger presence with our retail partners," adds Hjelmén. "We continue to try and find creative ways to benefit both the retail side and the end consumer."



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ALL YOU NEED IS
A LITTLE CREATIVE FLAIR
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THIS YEAR'S POTATO
LOVER'S MONTH DISPLAY
CONTEST HAS TWICE THE
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THE SIGN,
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GET READY FOR OUR BIGGEST, MOST SENSATIONAL
IDAHO® POTATO LOVER'S MONTH DISPLAY CONTEST
EVER! AND STAY TUNED FOR OUR NEXT EPISODE!
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