

OUR FAVORITE PAL



THROUGH THE YEARS

1983

A STAR IS BORN!

A Western version of a cartoon-style potato character begins to be used by the Idaho Potato Commission.



1980s

Potato Character Retail Ads

are popping up to tell people about the Idaho® potato difference!

1993

Named "Potato Buddy,"

the previously used character is given a permanent smile, tennis shoes, and a red sweater, and he now displays the Grown in Idaho® seal.



1996



IPC's chairman, Don Dixon, officially changes the name of "Potato Buddy" to "Spuddy Buddy" while being interviewed by Willard Scott on the set of the *Today Show* in New York City.

Spuddy Buddy is a more active and contemporary character. He enjoys activities such as basketball, golf, hockey, surfing, tennis, and more!



He can be seen in a variety of settings: on packaging, in advertising, on promotional items and premiums, on websites and social media, and even in blogs.

1997



Spuddy Buddy becomes a premium that consumers can purchase at a reduced cost by sending in money plus the Grown in Idaho® seal from any Idaho® potato product, such as instant mashed potatoes or fresh 5 lb. bags.

In the foodservice world, a one-piece drawing box and supplies of entry forms are produced. Restaurant chains use Spuddy Buddy dolls as prizes, attracting more kids to their establishments.

A Spuddy Buddy coloring book is also developed. PR releases allow newspaper readers to send away for their own copy.



SPUDDY BUDDY PLUSH TOYS

are so popular, they've been shared all over the world!



Spuddy Buddy is featured on our famous Big Idaho® Potato Truck that has traveled through all 48 contiguous states. He's been everywhere, man!



TODAY