

CELEBRATING
25
YEARS!



2016 DISPLAY CONTEST

DOUBLE
YOUR CHANCES OF
WINNING!
MORE THAN
\$200,000
IN CASH & PRIZES!



Receive a
**HAMILTON
BEACH**
Personal Cup™
one-cup pod brewer
**JUST FOR
ENTERING!**

Idaho® Potatoes, Hormel® Real Bacon Bits
& Country Crock®



CELEBRATING
25
YEARS!

IT'S REAL LOVE

IDAHO® POTATOES,
HORMEL® REAL BACON BITS
& COUNTRY CROCK®

MORE THAN \$50,000
IN CASH PRIZES ALONE!

PUT YOUR CREATIVITY ON DISPLAY

GET CONSUMERS EXCITED by creating a sales-driving product display with custom point-of-sale materials and recipes.

1. Build an attractive and memorable display with Idaho® Potatoes, HORMEL® Real Bacon Bits & Country Crock®.
2. Incorporate the website addresses below into your display to give your customers access to other great recipes and information.
 - www.idahopotato.com
 - www.hormelfoods.com
 - www.countrycrock.com
3. Order point-of-sale materials from www.idahopotato.com/retail or through your category manager.
4. Display your creative masterpiece in the produce section of your store for at least one week during the contest period of January 11-March 11, 2016.
5. **IT'S EASY TO ENTER!** Submit your entry online at www.idahopotato.com/retail or by submitting the attached entry form along with your display photo.

www.idahopotato.com/retail



Idaho® Potato
LOVERS
Month



FREE!

**HAMILTON
BEACH
Personal Cup™**
one-cup pod brewer

**JUST FOR
ENTERING!**

- Compatible with coffee grounds, K-Cup® packs or soft pods
- Better coffee extraction than the leading competitor
- Adjustable cup rest allows for standard-size cups or travel mugs
- Durable, stainless steel features and dishwasher safe, removable parts
- 10-ounce brewing capacity (travel mug not included)
- Coffeemaker shuts off automatically when brew cycle is complete
- One-year warranty



POINT-OF-SALE KITS



GET STARTED with our
free point-of-sale kit!

Order point-of-sale materials from
www.idahopotato.com/retail or through
your category manager.

The Idaho® potato 2016 display kit
includes:

- Two double-sided Potato Lover's Month logo display signs
- One large and two small double-sided signs featuring an appetizing photo to decorate your display
- Two inflatable Mylar Spuddy Buddies

Clip art and delicious, convenient recipes
are available from the Idaho® potato
website at: www.idahopotato.com/retail

A GENUINE DISPLAY OF PARTNERSHIP

WITH IDAHO® POTATO'S
PERFECT PARTNERS:
HORMEL® REAL BACON BITS
& COUNTRY CROCK®

DOUBLE
YOUR
CHANCES OF
WINNING!

SHOW ME THE MONEY!

Each of the three store
categories receives these prizes

1st Place... \$2,000	6th Place... \$600
2nd Place... \$1,500	7th Place... \$500
3rd Place... \$1,000	8th Place... \$400
4th Place... \$800	9th Place... \$300
5th Place... \$700	10th Place... \$200

Plus 100 Honorable Mention Prizes of
\$100 Each (selected from the remaining entries)

STORE CATEGORIES

CATEGORY 1

1-5 cash registers

CATEGORY 2

6-9 cash registers

CATEGORY 3

10+ cash registers

CATEGORY MANAGERS WIN TOO!

Our Category Manager Match Program makes it easy for category managers to win, too. If your store is a 1st through 10th place winner, you also win the equivalent cash prize! So encourage your stores to participate and send in their entries. It's a win-win situation!

WINNERS ON DISPLAY

Go to www.idahopotato.com/retail for last year's winners. This year's Idaho Potato Lover's Month display winners will be listed by June 3, 2016.

PLAY BY THE RULES

Read and follow the Display Contest Rules on the back page carefully—then get ready to exercise your creativity with a winning entry!





- Your Idaho® potatoes, HORMEL® Real Bacon Bits and Country Crock® display must be in place for at least one week during the contest period.
- Displays must be in the produce section of the store. Qualifying displays must include ALL of the following products:
 - Fresh Idaho® potatoes (bag, bulk or both) that have a clear label showing the Idaho® name and the Grown In Idaho® seal
 - A clearly marked Idaho® dehydrated potato product
 - HORMEL® Real Bacon Bits
 - Country Crock® Original, Simply Delicious, Calcium, Churn Style and/or Light spreads
 - Displays may not include potato products from other states
- Display point-of-sale (POS) materials must include special-themed POS material from the Idaho Potato Commission. You may create your own display support materials as well. Creativity is encouraged!
- Display entries are limited to one per store.
- Display entries will be judged and prizes awarded by the Potato Lover's Month Display Contest Review Committee. Entries will be judged on the following criteria: use of Potato Lover's Month signage, creativity of the display, how the display incorporates the partner products detailed in Rule #2 and perceived salability of the display. The committee's decisions are final.
- All entries must be received by the Potato Lover's Month Display Contest Review Committee no later than March 25, 2016. All winners will be notified by June 3, 2016, and posted on www.idahopotato.com/retail.
- Cash prizes will be awarded subject to your company's policies regarding distribution of such awards. Void where prohibited by company policy. Taxes are the sole responsibility of cash-prize winners.

DISPLAY CONTEST RULES

- Prize money will be awarded to winning entries by July 1, 2016, subject to verification by the Idaho Potato Commission of all completed entry documents and applicable information.
- All entries must include an official entry form or photocopy of same. If entering by postal mail, entry photos should have entrant's name, address, store name, e-mail address and business phone number on the back of each photo. Digital photo submissions are preferred, but you may submit other photo formats (Polaroid images are prohibited).
- Information on the success of the promotion is welcome; however, this is not required nor is it a judging criterion. Recommendations to improve the annual Potato Lover's Month Display Contest for future contests are also welcome.
- The Potato Lover's Month Display Contest Review Committee is not responsible for lost, misplaced or stolen entries. Entries become the property of the Idaho Potato Commission and cannot be returned. Please keep a copy for your records. By entering, you give the Idaho Potato Commission your permission to use your entry for publicity or advertising purposes. Contest is void where prohibited.

IT'S EASY TO ENTER ONLINE!

Submit your Display Contest entry and photos online at www.idahopotato.com/retail. Click on Potato Lover's Month Display Contest/Entry, complete the entry form, upload your photo file when prompted and submit. An e-mail message will be sent to you confirming that your entry was received. Or you may fill out and mail the form below, along with your display photo.

ENTER AT
WWW.IDAHOPOTATO.COM/RETAIL



2016 IDAHO® POTATO LOVER'S MONTH DISPLAY CONTEST ENTRY FORM

Enclosed is my qualified entry for the display contest. Please send me my Hamilton Beach Personal Cup Pod Brewer entry prize!

Entrant Name (one name only, please)

Company or Store Name

Title Department

Company or Store Address (No P.O. boxes allowed)

Business Phone Number

City State Zip

E-Mail Address

Number of Cash Registers in Your Store

Entries must be received by March 25, 2016. Please mail entries to Potato Lover's Display Contest Review Committee, P.O. Box 1670, Eagle, Idaho 83616. If using overnight mail service, please send to 661 South Riverside Lane, Suite 230, Eagle, Idaho 83616.

www.idahopotato.com/retail

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