

MEETING CUSTOMER NEEDS WHILE MAXIMIZING POTATO SALES



WATERFALLING

- Retail fresh potato dollar sales are up 72%, and continuing to surge (w/e 3/15 IRI)
- Retailers are purchasing cartons to mitigate supply chain constraints

Solution

1. **Waterfall** your potatoes to help displays look fuller and last longer
2. **Save time** and labor by displaying **bulk** in their boxes while still creating a well-merchandized display
3. Work with your **suppliers today** to use bulk as a solution for your Idaho® potato needs



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