

INCREASE YOUR SUPPLY OF IDAHO® POTATOES TODAY!



- Restaurant sales are down dramatically causing more availability of quality foodservice bulk Idaho® potatoes.
- Idaho shippers/packers are unable to keep up with increased demand for bagged retail product.

- Solution**
1. **Reallocate** some of your merchandising space from bags to bulk. This will take pressure off the lack of supply for bags, while giving you, the retailer, and your customers, quality Idaho® potatoes on display to purchase.
 2. Save time and labor by displaying **bulk** in their boxes while still creating a well-merchandised display.
 3. Work with your suppliers today to use bulk as a solution for your Idaho® potato needs.



idahopotato.com

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