



IDAHO[®] POTATO LOVERS

2027

DISPLAY CONTEST

In partnership with
LAWRY'S[®] SEASONINGS

— *The Only* —
DISPLAY CONTEST WHERE
EVERY QUALIFIED ENTRY
WINS!

**3 GRAND
PRIZE WINNERS**
WILL RECEIVE A SET
OF VELOTRIC[®] E-BIKES
VALUED UP TO
\$4,000



All qualified participants
will receive a Digital Frame
JUST FOR ENTERING!



CONSUMER CAMPAIGN

SHOPPERS' FIRST CHANCE TO WIN \$500!

Get your stores involved.
Give your shoppers a chance to win!

Participating is EASY!

1. Order Your Free POS Kit
2. Follow the Official Rules
3. Submit Your Picture to Our Online Database

The Prizes

Each of the 3 store categories receives the following cash prizes:

1st Place.....\$1,500
2nd Place.....\$1,000
3rd Place.....\$750
4th Place.....\$500
5th Place.....\$250

Plus, 100 Honorable Mention prizes of \$100 each (selected from the remaining entries)

Store Categories

Category 1

1-5 Registers

Category 2

6-9 Registers

Category 3

10+ Registers



New this Year: Get your Shoppers in on the Action!

For the first time ever, the Idaho® Potato Lovers Display Contest is bringing consumers into the fun! Shoppers can scan the QR code right from your display and enter their own original Idaho® potato recipe for a chance to win \$500!

Build a great display. Get shoppers involved. Let the creativity erupt!

Small Display? It's OK!

Seriously, the size of your display doesn't matter. Not all stores have room for a big display. Based on your creativity, you can still win! Smaller displays have the same chance of winning as larger displays.



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 5th-place winner, you win the equivalent in prizes, including the E-bike Set! So encourage your stores to participate and send in their entries. It's a win-win situation!

Winners on Display

Check out last year's winners at idahopotato.com/retail/plm-winners/2026. This year's Idaho® Potato Lovers Display Contest winners will be posted online by June 1, 2027.

Play by the Rules

Read and follow the Display Contest Rules at idahopotato.com/retail/2027-display-contest-rules carefully – then get ready to exercise your creativity with a winning entry! Your display must be up for one full week from February 1st – March 28th 2027.

It's Easy to Participate Right From Your Phone!

Scan this QR code to order your free POS kit and submit your creative display, or visit idahopotato.com/forms/3.

idahopotato.com

