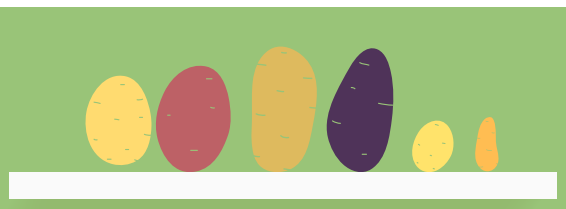
DO YOU HAVE THE RIGHT MIX?

OPTIMIZE THE FRESH POTATO MIX IN STORES TO MEET CONSUMER DEMANDS AND BOLSTER POTATO CATEGORY SALES!

88 OF EVERY 100 CUSTOMERS BUY POTATOES



AMERICA'S FAVORITE VEGETABLE

92.9%

OF POTATO SALES ARE DRIVEN BY BULK AND BAGGED PRODUCT

Currently, bagged and bulk represent only 39% of shelf space.

WHO DOESN'T WANT A PIECE OF

$16,800,000

Retailers not carrying 10lb bags of potatoes are leaving a collective $16.8M on the table.

63%

SHELF SPACE IS DEDICATED TO SMALL CONVENIENCE POTATOES

Rapid and exciting innovation in the potato category is providing consumers with more value-added products than ever before.

The Rich Mix Tool

The Rich Mix tool provides insights to help you better optimize your assortment type and size to drive the most sales through your fresh potato category.

To learn how potatoes can work for your organization, call Ross Johnson for a free consultation at 303.369.7783.

For more information, visit PotatoGoodness.com/RightMix.

Source: Nielsen Perishables Group FreshFacts®, Potatoes Database, latest 52 weeks ending 12/31/16

Potatoes® USA