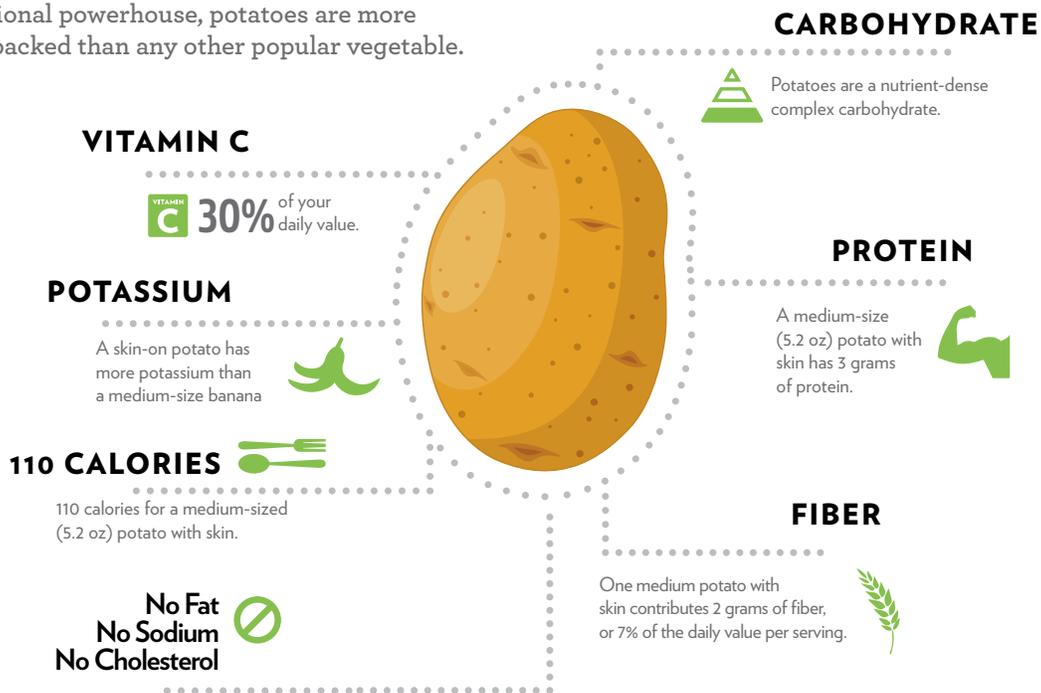




Consumers are looking for real, fresh and nutritious foods to include in their diets, which presents the perfect opportunity for retailers to capitalize on the universal love for potatoes and their value as the perfect performance fuel.

Potatoes Fuel Performance

A nutritional powerhouse, potatoes are more energy packed than any other popular vegetable.



From russets, reds, yellows, whites, purples and fingerlings, there are a variety of potato options to fuel the body and brain throughout the day. Easy to prepare and perfectly paired with any protein or other vegetable, potatoes lend themselves to convenient meal prep to fuel workouts throughout the week or can be whipped together with a few healthy ingredients in 30 minutes or less for a delicious meal. **Learn more at PotatoesFuelPerformance.com**

Potatoes.

Real Food. Real Performance.™

WHAT ARE YOU EATING?™



POWERED BY POTATOES

The potato industry is striving to educate athletes about the benefits of potatoes as performance fuel while connecting with them at races all across the country and learning how potatoes are working to fuel their drive.



Food Network's Healthy Eats calls out Potatoes for Performance as one of the **Top Nutrition Trends 2019** with the headline: "Here's how we'll all be staying healthy in the future."

The easily digestible and nutrient-rich carbs in potatoes can help athletes fuel performance before, during and after workouts. Use potatoes in breakfast burritos, rice bowls and even muffins to help fire up muscles for exercise and aid in recovery post-activity.

POTATOES. REAL FOOD. REAL PERFORMANCE.

What Are You Eating? is a fully integrated industry initiative and dedicated campaign seeking to educate consumers about the impact of the foods they are using to fuel themselves and the benefits of eating potatoes for athletic performance.

Retailers can join the momentum and leverage the excitement of the Potatoes. What Are You Eating? campaign through the following opportunities:

PROMOTIONAL ACTIVITIES | IN-STORE EVENTS | GRAND OPENINGS

Reach out to us for ideas or help on how to integrate the performance message in your store:

retail@potatoesusa.com