

2020



with More Than
\$150,000
in Cash & Prizes!



ENTER for a chance to
WIN a Trip
for Two to
ROME, ITALY!

Every participant is entered into a random drawing to win 6 nights / 7 days' accommodations at the Hotel Capo d'Africa, a Vatican & museum walking tour plus \$1,500 in cash.



Receive a Gourmia®
ExpressPot
Just for Entering!

2020 PARTNERS





with More Than
\$150,000
in Cash & Prizes!

**PUT YOUR CREATIVITY
ON DISPLAY!**
with Idaho® Potatoes, Hormel® Bacon Toppings,
and Fresh Gourmet® Company Products.

**Get Your Customers Excited to Buy
Idaho® Potatoes, Hormel® Bacon Toppings, and Fresh Gourmet®
Company Products,** when you create a sales-driving product display with
custom point-of-sale materials and recipes.

1. Build an attractive and memorable display with Idaho® Potatoes,
Hormel® Bacon Toppings and Fresh Gourmet® Company Products.
2. Incorporate the website addresses below into your display—giving
your customers access to other great recipes and information.

idahopotato.com • hormelfoods.com • freshgourmetcompany.com

3. Order point-of-sale materials from idahopotato.com/retail or through
your category manager.
4. Display your creative masterpiece in the produce section of
your store for at least one week during the contest period
of February 1 through March 31, 2020.
5. **It's easy!** Submit your entry online at idahopotato.com/retail
or make use of the entry form on the back of this brochure
along with your display photos.

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**Secondary
Idaho® Potato
Displays
Grow Sales**

**UP
TO
22%**



**Free Gourmia®
ExpressPot**
Just for Entering!

- 14 cooking modes
- Cook up to 70% faster while retaining
more flavor and nutrients in meals
- Automatic pressure control
and locking for swift, completely
safe cooking



Show Me 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, 300 Honorable Mention Prizes of \$100 each (deduct from the remaining entries)

Plus, one random entrant and their category manager will win a trip for two to Rome, Italy!

Store Categories

Category 1
1-5
Registers

Category 2
6-9
Registers

Category 3
10+
Registers

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 first- through fifth-place winner, you win the equivalent in prizes, including the trip to Rome, Italy! 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. This year's Idaho® Potato Lover's display winners will be posted online by May 18, 2020.

Play by the Rules Read and follow the Display Contest Rules on the back page carefully—then get ready to exercise your creativity with a winning entry!

Point-of-Sale Kits Are Available!

Get Started with a Free Point-of-Sale Kit!

Order point-of-sale materials from idahopotato.com/retail or through your category manager.

The Idaho® Potato 2020 display kit includes:

- Two double-sided Potato Lover's logo display signs
- One large and two small double-sided signs featuring an appetizing photo to decorate your display
- Two inflatable Mylar™ IPC-branded balloons

Clip art and delicious recipes are available from the Idaho® Potato website at idahopotato.com/retail.





Display Contest Rules

- Your Idaho® Potato, Hormel® Bacon Toppings, and Fresh Gourmet® Company Products display must be in place for at least one week during the contest period.
- Displays must be in the produce section of the store. Qualifying displays must include ALL of the following products:
 - Fresh Idaho® Potatoes (bag, bulk, or both) that have a clear label showing the Idaho® name and the Grown in Idaho® seal
 - A clearly marked Idaho® dehydrated potato product
 - Any variety of Hormel® Real Bacon Toppings
 - Any variety of Fresh Gourmet® Company Products
 Displays may not include potato products from other states.
- Display point-of-sale (POS) materials must include 2020 special-themed POS material from the Idaho Potato Commission. You may create your own display support materials as well. Creativity is encouraged!
- Display entries are limited to one person and can be any size. It's not about how large or small, it's about the creativity.
- Display entries will be judged and prizes awarded by the Potato Lover's Display Contest Review Committee. Displays are judged on a point system, based on the following criteria: 1) Creativity of the display, 2) Incorporation of Hormel® Bacon Toppings and Fresh Gourmet® company products, 3) Saleability of the display, and 4) Potato Lover's signage.
The committee's decisions are final.
- All entries must be received by the Potato Lover's Display Contest Review Committee no later than April 15, 2020. Top winners will be notified by May 1, 2020, and all winners will be paid by May 18, 2020, on our website idahopotato.com/retail.
- Prizes will be awarded subject to your company's policies regarding distribution of such awards. Void where prohibited by company policy. Taxes are the sole responsibility of prize winners.
- Prizes will be awarded to winning entries by June 15, 2020, subject to verification by the Idaho Potato Commission of all completed entry documents and applicable information.
- All entries must include an official entry form or photocopy of same. If entering by postal mail, entry photos should have entrant's name, address, store name, email address, and business phone number on the back of each photo. Digital photo submissions are preferred but you may submit printed photos.
- Displays are judged by the photos received—up to 5 photo submissions accepted. We are looking for quality photographs (THINK QUALITY, NOT QUANTITY). That flip phone is just not going to cut it, so be sure to use a good camera on its highest-quality photo setting to show off all your hard work. Polaroid images are prohibited.
- The Potato Lover's Display Contest Review Committee is not responsible for lost, misplaced, or stolen entries. Entries become the property of the Idaho Potato Commission and cannot be returned. Please keep a copy for your records. By entering, you give the Idaho Potato Commission your permission to use your entry for publicity or advertising purposes. Contest is void where prohibited.
- Italy Vacation Sweepstakes Rules:** All Idaho Potato Commission Potato Lover's Display Contest entries will be automatically entered into the sweepstakes portion of this promotion. Grand Prize consists of: round-trip air for two (2) nights, 7 days' accommodations at the Hotel Capota d'Alba; a vacation and museum walking tour; plus \$1,500 in cash to cover transportation to and from airports, meals, and recreation costs. Approximate Retail Value (ARV) \$6,800. See complete details and Official Rules at idahopotato.com/retail.

It's Easy to Enter Online!

Submit your Display Contest entry and photos online at idahopotato.com/retail. Click on Potato Lover's Display Contest. Enter y complete the entry form, upload up to five photo files when prompted, and submit. An email message will be sent to you confirming that your entry was received. Or you may fill out and mail the form below along with your display photos.

Enter at idahopotato.com/retail today!



2020 Idaho® Potato Lover's Display Contest Entry Form

Enclosed is my qualified entry for the display contest. Please send me the Gourmia® ExpressPot!

TO BE CONSIDERED FOR POTATO LOVER'S DISPLAY CONTEST CASH AND PRIZES, ALL FIELDS MUST BE COMPLETED.

Business Name (or name only please)	Company or Store Name
Title	Category Manager
Business Phone Number	Company or Store Address PO Box 6666
Email Address	City State ZIP
	Number of Cash Registers in Your Store
	<input type="checkbox"/> Category 1 (0-Registers) <input type="checkbox"/> Category 2 (6-9 Registers) <input type="checkbox"/> Category 3 (10+ Registers)

Enter at idahopotato.com/retail and follow the instructions to enter online. Or enter by mail by completing the Official Idaho Display Contest Entry Form. All entries must include a photo of your display, along with the official entry form or photocopy of this one no later than April 15, 2020, to Idaho Potato Commission, PO Box 6670, Eagle, ID 86616, or if using an overnight mail service, send to 661 South Riverside Lane, Suite 230 Eagle, ID 83826.

idahopotato.com/retail

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