

PROGRESSIVE
GROCER

POTATO

RETAILING TODAY



NO. 19

BUY. GET. GIVE.

Cross-merchandising to boost holiday potato sales

The perfect pair

Idaho® potatoes and Country Crock® partner for a holiday promotion with appeal

Idaho® potatoes—the only branded spud in the market—and Country Crock®, the brand that has been bringing delicious, buttery spreads to American tables for more than 30 years, have teamed up for the irresistible new “Buy, Get, Give” coupon promotion* running from Oct. 1 through Nov. 30:

- ➔ **BUY:** any two Country Crock® 45-ounce spreads
- ➔ **GET:** a free bag of Idaho® potatoes up to \$2
- ➔ **GIVE:** Idaho Potato Commission will give a bag of potatoes to Feeding America for each coupon redeemed, up to 40,000 5-pound bags total, and Country Crock® is donating \$15,000 to the nationwide hunger-relief organization.

BUY
Buy any TWO (2) Country Crock®
45 oz. Spreads

GET
A FREE bag of
Idaho® Potatoes up to \$2.00

GIVE
Idaho® will give a bag of
potatoes to families in need
this season*

FEEDING AMERICA
earn more at countrycrock.com

In test programs at six retail chains last year with limited marketing, a joint Idaho® potato and Country Crock® promotion drove growth in both volume and sales for potatoes, the most cooked dish with Country Crock® (after spreading on toast). This year, the new “Buy, Get, Give” promotion will receive national marketing support that includes in-store signage, FSAs, and a new Country Crock® television commercial featuring a mashed potatoes dish.

“Last year’s test program was very successful, and we’re anticipating an even bigger and better promotion this year with the wider visibility from the marketing support we’ll be adding,” says Seth Penster, vice president, Retail/International, Idaho Potato Commission. “The ‘Buy, Get, Give’ promotion puts the price of premium Idaho® potatoes well under the price of non-Idaho potatoes or retail competitors’ potatoes. In addition, the shopper and retailer can feel good about helping to give to a family in need during the holidays, thanks to the new charity tie-in with Feeding America.”

Positioning Country Crock® Original buttery spread near Idaho® potatoes in the produce department also makes it a snap for shoppers to grab both products and the promotional coupon. Unopened Country Crock® Original 45-ounce buttery spread can be comfortably placed outside of refrigerated retail space for 14 days.

To participate in the “Buy, Get, Give” 2015 promotion, please contact:

- ➔ Your Idaho Potato Commission representative or call (208) 334-2350
- ➔ Your Unilever sales group representative

*Coupon redemption value will vary by channel.

Feeding America

Feeding America is a 35-year-old nationwide network of food banks and the nation’s leading domestic hunger-relief charity. It provides food to more than 46 million people—including 12 million children and 7 million seniors—through 60,000 food pantries and meal programs. In 2013, Feeding America served 3.2 billion meals and maintained a four-star rating from Charity Navigator. For more information about Feeding America, go to www.feedingamerica.org.



FEEDING AMERICA

Potatoes on parade: In-store merchandising supports 'Buy, Get, Give'

The Country Crock® brand and Idaho® potatoes are providing strong retailer support nationally for their 2015 holiday promotion, "Buy, Get, Give." Signage, pallet corner risers, shippers, shelf blades with coupon tearpads, and special plastic bag closures on some branded Idaho® potato bags are all components of the in-store merchandising campaign designed to draw shopper attention.

Shelf blades



Spreading the news about Country Crock®



Just in time for the 2015 holiday promotion with Idaho® potatoes, Country Crock® has introduced new simpler offerings with a country fresh taste, made with real ingredients including delicious oils, purified water and a pinch of salt. The new, improved Country Crock® Original, Churn Style, Calcium, and Light buttery spread varieties are available nationwide in rectangular, space-saving packaging that is reusable and recyclable where facilities exist. For more information and delicious recipes, go to www.countrycrock.com.



Pallet corner riser

Displaying Country Crock® products in the produce section

Country Crock® Original 45-ounce buttery spread can be comfortably placed outside of refrigerated retail space for 34 days.

Communicating with consumers:

National marketing plans highlight Idaho[®] potato, Country Crock[®] promotion

October 2015

- 15-second ad featuring Country Crock[®]'s new simple ingredients and family enjoying mashed potatoes topped with Country Crock[®], airing on cable and prime television channels
- Idaho[®] potato blogger promotions

November 2015

- 15-second ad featuring Country Crock[®]'s new simple ingredients and family enjoying mashed potatoes topped with Country Crock[®], airing on cable and prime television channels
- ISI in Sunday newspapers with total circulation of 40 million - Nov. 15
- ISI on select e-tailer websites
- Idaho[®] potato blogger promotions

December 2015

- Idaho[®] potato blogger promotions

†Based on information of any 15 market



RETURN OF THE IDAHO POTATO FIELD FORCE

EPISODE 1: HUMONGOUS HOLIDAY SALES!

CATEGORY MANAGERS, HAVE YOUR MOST POWERFUL HOLIDAY SALES SEASON EVER WITH OUR BOFFO "BUY-GET-GIVE" PROMOTION!

BUY
COUNTRY CROCK®
SPREAD!

GET
FREE IDAHO®
POTATOES!

GIVE
POTATOES TO FAMILIES
IN NEED!

ASK ABOUT OUR BLOCKBUSTER HOLIDAY TIE-IN PROMOTION! AND STAY TUNED FOR OUR NEXT EPISODE! IDAHOPOTATO.COM/RETAIL

