

SECONDARY IDAHO® POTATO DISPLAYS GROW SALES!

PROMOTION

- **Test stores that exhibited** the secondary displays of Idaho® russets delivered a nearly 10x growth advantage.
- **Idaho Potato Commission study** confirmed that secondary displays generate positive impact on potato category sales.
- **Increasing Idaho® russet space** did not cannibalize other potato sales.
- **Comparison stores with no secondary display** only achieved an average category growth of 2.5%.

22%
SALES INCREASE
WITH SECONDARY
DISPLAYS



VISIBILITY

5.2%
POTENTIAL SALES LIFT
if signage is visible
from the store
entrance

Stand-alone
shelving causes a
5.4%
LIFT IN SALES
when not in
the wet rack

86%

of households
purchase potatoes

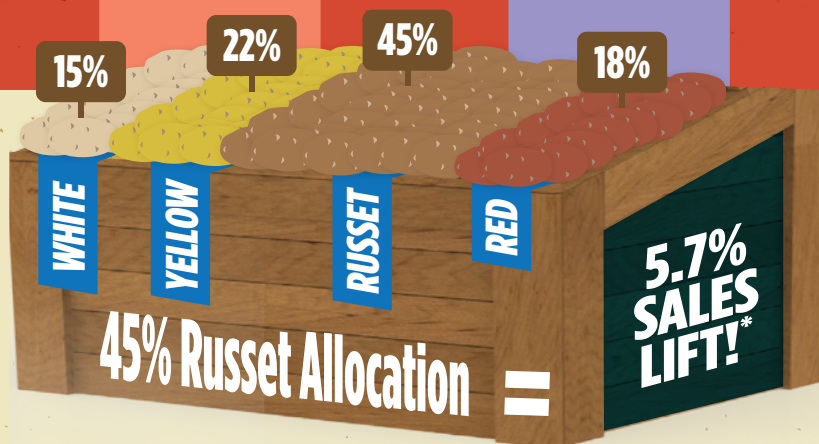
25%

of all fresh vegetable
volume is potatoes

12%

of all fresh vegetable
dollars are potatoes

ASSORTMENT



*when the russet is used as
the Category Anchor

Vertical shelf blocking
creates the potential for a

3.6%
TOTAL POTATO SALES LIFT

