

# Improve **your volume sales and dollar sales** with Wisconsin Potatoes and the United States Potato Board's Best In Class Merchandising Program!

## What Is It?

A tool that assists retailers in managing their potato category by focusing on:

- 1) **Assortment** – Offer more potato varieties and package offerings/sizes.
- 2) **Promotion** – Focus on non-peak times and joint promotions.
- 3) **Pricing** – Tier pricing to distinguish Specialty, Premium, Mainstream and Bargain offerings.
- 4) **Packaging** – Focus on smaller, convenient packages and utilize nutrition, usage tips and recipes.
- 5) **Merchandising** – Place potatoes together in the produce department and post nutrition and product description signage. *Use our Healthy Potato Bin!*



## Why Is It Important?

- 1) 92% of your consumers buy potatoes – it's the most consumed vegetable!
- 2) When implemented in a Midwest supermarket chain, **volume sales increased by 4.8%** against rest of market numbers and **dollar sales increase by 10.2%!**  
*(This program will show you the money!)*

## How Can You Do It?

- 1) Contact your Wisconsin Shipper today! They have everything you need:
  - Many potato varieties
  - Healthy Grown Potatoes – “*Good for You and Good for the Environment*”
  - Small and large packages
  - Hispanic Packaging
  - Organics
  - Shrink-wrapped, microwavable, potatoes
  - Complete meal packages
  - Specialty varieties like blues and purples
  - Nutrition Signage, Recipe Brochures, Healthy Potato Bins
- 2) Want help setting up a Wisconsin Best In Class Display in your stores?

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