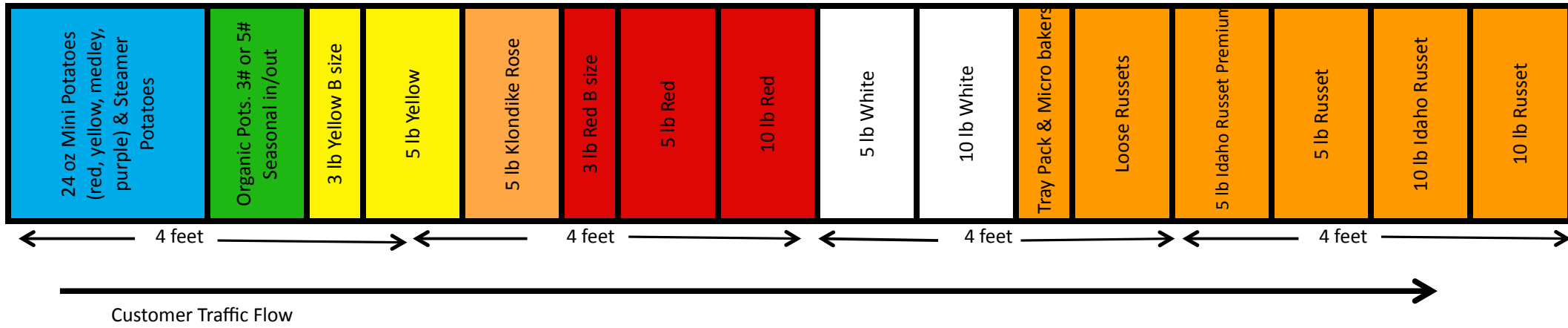


16 linear Feet

East Coast Format (includes white potatoes)

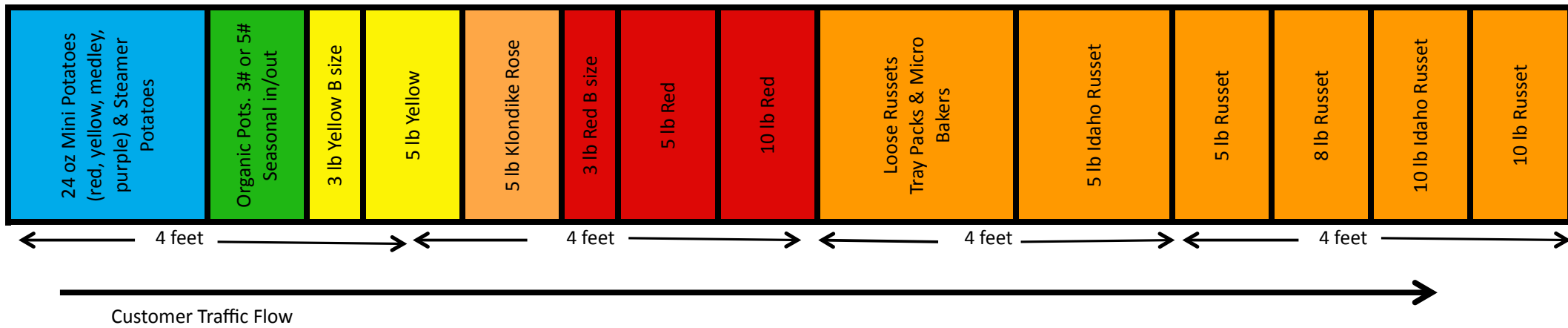
The 10# Red can be interchanged with a second facing of 5# Whites or 5# russets



16 linear Feet

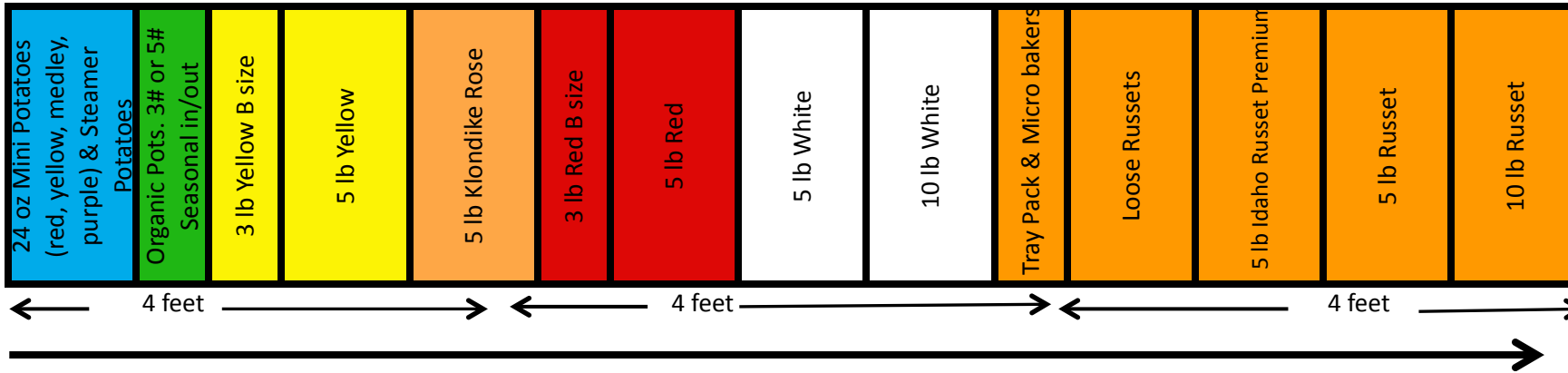
Midwest Format

Expanded Space for Loose Bakers, 5# Russets, and 8# Russet added



12 linear Feet

East Coast Format (with white potatoes included)

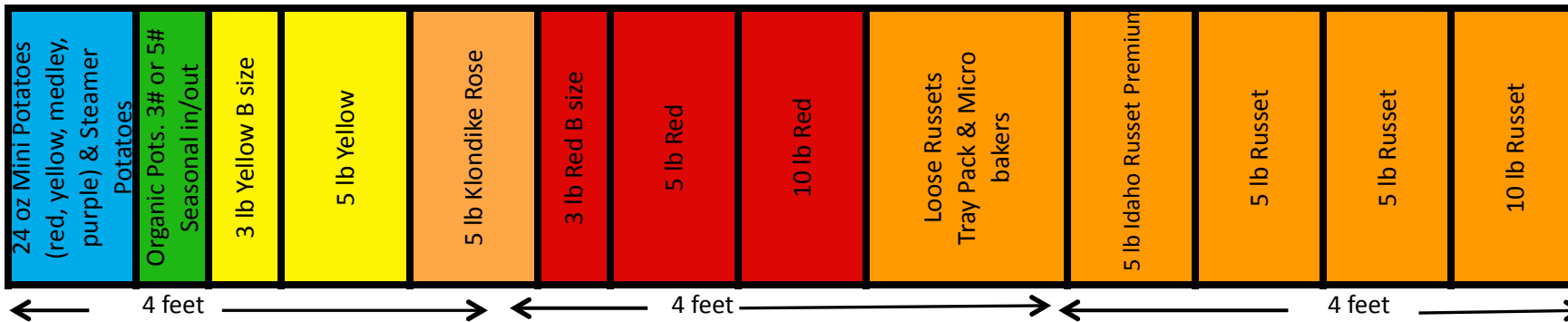


Customer Traffic Flow

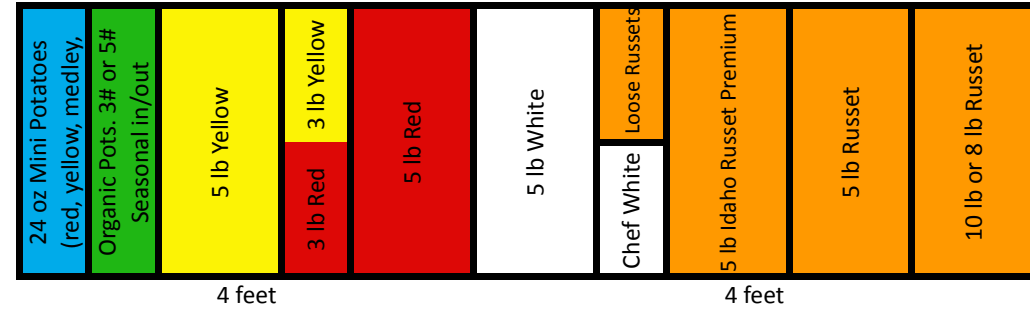
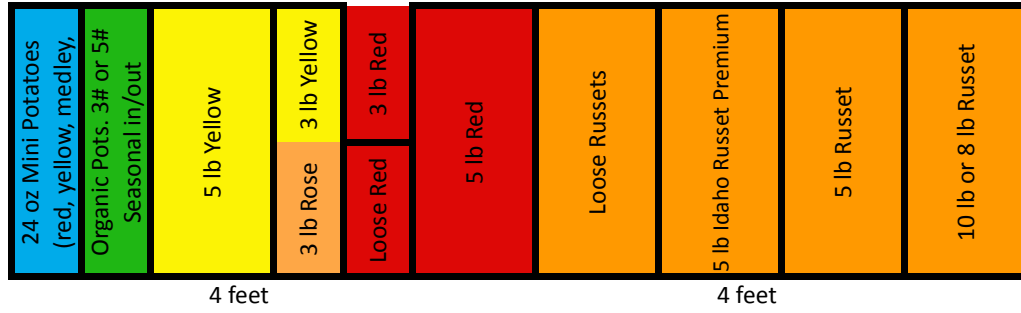
12 linear Feet

Midwest Format (no white potatoes)

The second facing of 5# russets can be interchanged with 10# for ads



8 linear Feet



Traffic Flow

Although 4' potato sections are rare, there are many merchandising ideas to maximize offerings  
 These are a few examples but with a section that is very limited, it is best to follow the top selling items in the marketplace

24 oz Mini Potatoes & Steamers	3 lb Yellow	5 lb Yellow	5 lb White	5 lb Russet
3 lb Red	5 lb Red			

24 oz Mini Potatoes & Steamers	3 lb Yellow	5 lb Yellow	Loose Russets/ Micro Bakers	5 lb Russet
3 lb Red	5 lb Red	Loose Russets		

5 lb K. Rose	24 oz mini	5 lb Red	5 lb White	5 lb Russet
5 lb Yellow				

5 lb K. Rose	24 oz mini	5 lb Red	Loose Russets/ Loose Reds	5 lb Russet
5 lb Yellow	Loose Russets			

8' Two sided display with strong bulk presence on the front and selected bags on the rear

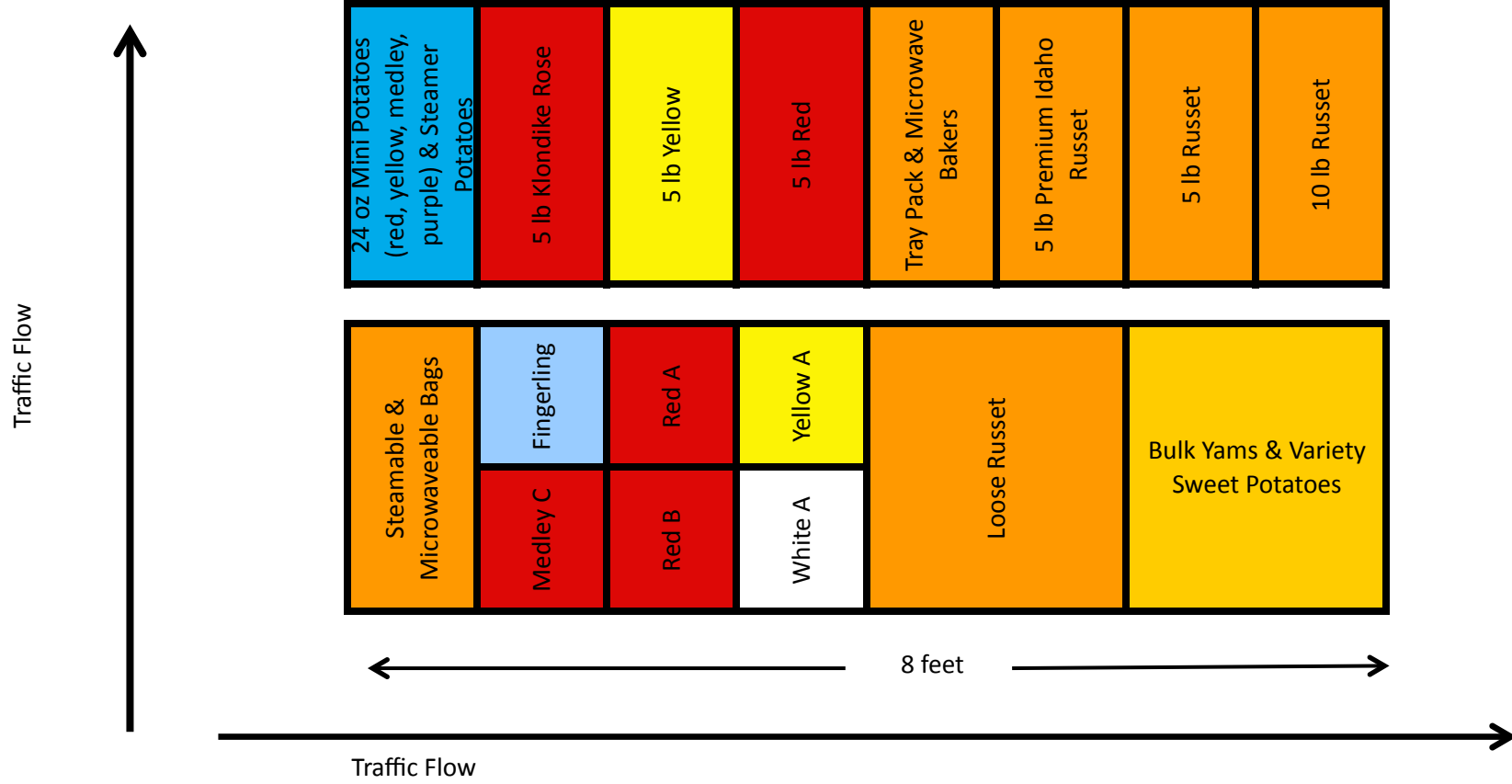


Table Display w/endcaps

