

# Variety 101



a new *twist*  
on merchandising

Are you looking to bring some excitement to your fresh potato category but are not sure how to get started? Does the idea of higher sales and greater profits appeal to you? Can you see the benefits of increased traffic to a category that has been considered flat for many years?

If you answered yes to any of the above questions, then now is the time to introduce your customers to our family of Klondike Brands, starting with our succulent line of Green Giant mini potatoes. With 5 unique varieties to choose from, the only mealtime solution left will be which one to serve tonight.

Potandon Produce, the industry leader in fresh potato varieties, has raised the bar on retail merchandising solutions. For a limited time, we are offering this compact retail display piece free of charge as part of an introductory package designed to kick-start your variety sales. Potandon will provide these merchandising displays with an initial order of 8 cases of your product per unit. Each master case has 6 selling units and the initial buy will provide a complete fill of the shipper plus a complete refill. We ask you maintain the display on the sales floor for at least 90 days. To support the business, Potandon will provide two promotional windows during the introductory period that can be tied to your current promotional planner.



**POTANDON**

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www.potandon.com

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## The Potandon Difference

### Our Brands

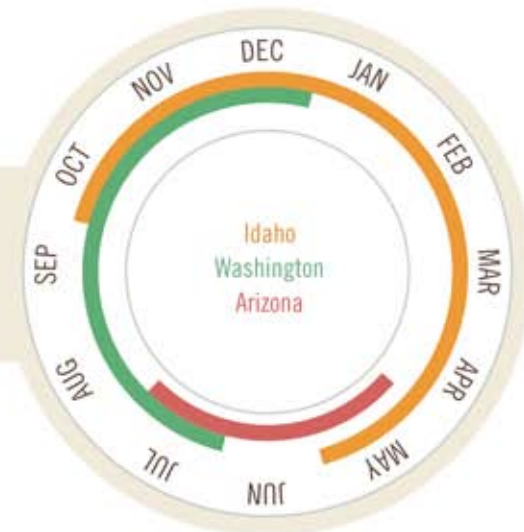
- Exclusive Supplier of Green Giant® Fresh potatoes and onions
  - One of the most trusted brands in fresh produce – synonymous in consumers' minds with quality, freshness, and trust
  - Highest Industry Quality Standards – stringent quality control program and regular visits to all approved packing facilities
  - Toll Free Consumer Response Number – individual responses to all calls
- Various Shipper and Private Labels also available

### Our Product

- Year-Round supply
- Rotation of shipping areas to ensure highest quality produce year-round
- Extensive Food Safety Program

### Our Service

- Category Management Programs
- Vendor Managed Inventory Control Services
- Promotional Support including Coupons, E-marketing, Social Media Programs, Recipe Contests, Sweepstakes, POP Materials, High-Impact Display Bins, Display Contests, and more.



## Packaging

### RETAIL PACKAGING

### NUMBER OF BAGS PER CONTAINER

Style	Size	UPC	Packs/Case	Case Dimensions	Cube	Tie/High	Cases/Pallet
Klondike Gourmet® Red-Yellow Fleshed Potatoes	1.5 lb.	6-05806-00286-1	6	11" x 7.75" x 5"	.25 ft <sup>3</sup>	20/10	200
Klondike Gourmet® Yellow-Yellow Fleshed Potatoes	1.5 lb.	6-05806-00287-8	6	11" x 7.75" x 5"	.25 ft <sup>3</sup>	20/10	200
Klondike Gourmet® Purple-Purple Fleshed Potatoes	1.5 lb.	6-05806-00283-0	6	11" x 7.75" x 5"	.25 ft <sup>3</sup>	20/10	200
Klondike Medley® A Colorful Selection of Potatoes	1.5 lb.	6-05806-00285-4	6	11" x 7.75" x 5"	.25 ft <sup>3</sup>	20/10	200
Klondike Petite® Red-White Fleshed Potatoes	1.5 lb.	6-05806-00284-7	6	11" x 7.75" x 5"	.25 ft <sup>3</sup>	20/10	200
Klondike Fingerling® A Colorful Selection of Fingerling Potatoes	1.5 lb.	6-05806-00303-5	6	11" x 7.75" x 5"	.25 ft <sup>3</sup>	20/10	200

Note: Availability and packaging details shown are subject to change. Please contact your Potandon Salesperson for the most current information.