

a  
**GREAT**  
PROMOTIONAL VEHICLE  
IS NOTHING WITHOUT A  
**great crew**



They can increase your **profitability** through category management.  
Provide you the latest market **data**, food **trends** and promotional **materials**.  
Even help educate buyers new to the category. Impossible?

Not for our **fearless field force.**



[idahopotato.com/retail](http://idahopotato.com/retail)