



# The Great American Red Sale Contest

## 3 Red Potato Options Sales Support Great Prizes

### WHEN:

NOW through July 7th\*

### ITEMS:



**5lb Reds**  
UPC: 0 33383 51010 1  
Perfect for potato salads

**3lb Reds**  
UPC: 0 24617 51000 2  
Ideal for smashing

**3lb Seafood B-Reds**  
UPC: 0 33383 51003 3  
Pre-sized for fast boiling

**Full Size Bin**  
200/5lb Bags  
(40 per load)

**Half Size Bin**  
100/3lb Bags  
(80 per load)

### PRIZES:

- First Prize: **BLACKSTONE** 28" XL Grill with Hood
- 2nd Prize: \$250 Gift Card
- 3rd Prize: \$100 Gift Card



Every participant receives a \$25.00 Amazon Gift Card



### MOUNTAIN KING WILL PROVIDE:

- POS signs for all items
- Free social media ads during promotion



Summer is traditional Red potato selling time

- Potato salads
- Grilled roasted potatoes
- Outdoor seafood boils

Industry Russet supplies are not promotable, making Reds a great "go to" item for now.

- MK offers very good supplies through Independence Day selling
- Every potato guaranteed good slogan on every bag
- Boil ready bags for the B reds
- High graphic display bins or half and full size for fast turns and low labor costs
- Tailored social media support and consumer rewards for sharing their favorite MK red potato recipes
- Seasonal theme recipes just in time for July 4th selling

### HOW TO WIN:

- Winners are chosen by the chain store buying department.
- Based on highest percentage of potato sales and/or
  - Best looking display

\* While supplies last - First come, first served.

