

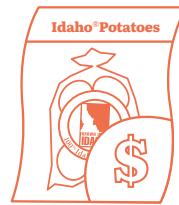
Recession-Proof Your Store With Idaho[®] Potatoes



Inflation has skyrocketed, reaching its highest level in 40 years. As a result, Americans are cooking at home more than ever and reigniting demand for high-quality, great value staples like genuine **Idaho[®] Potatoes.**



1/3 of all Americans are **cooking more at home** and dining out less than usual.¹



87% of consumers know they are going to buy potatoes **before** they leave their house.²



with potatoes **\$89⁵⁰** without **\$43²¹**
Potatoes have been shown to **double average customer basket size.**³



68% of shoppers will pay more for branded produce, like **Idaho[®] Potatoes.**⁴

So during inflationary times, be sure to advertise **Idaho[®] Potatoes.**

¹January 2022 Ipsos survey

²Potatoes USA Total Store Study

³Kantar Insights Consulting

⁴Foodmix Marketing Communications

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