



Increase Potato Category Sales With New Russet Variety

SEASON REVIEW: 2019/2020

RETAIL PRICE:

EDLP \$2.99
6 ads at \$1.99-\$2.49

UNIT SALES:

+19%

\$ SALES:

+35%

Margin:

+5%

RETAILER: Stater Bros. Markets



Stater Bros. Markets is a privately held supermarket chain, based in San Bernardino, California, consisting of 171 stores located throughout Southern California.

PRODUCT: MountainKing Butter Russets

MountainKing Butter Russets may look like a traditional russet potato, however inside is an altogether different story. With their yellow creamy texture, they are ideal for baking, mashing and frying. The natural, melt-in-your-mouth flavor of the Butter Russets actually was developed by the Dutch in the early 1980s.



*"I want to say thank you for a great partnership that has developed over the years".
"We are looking forward to staying Numeral Uno!!!
Like our retired VP Jim Lee used to say...get your taters at Staters!"*

Don Gann
VP of Produce; Stater Bros. Markets

