



# Marketing Potatoes To The Next Generation

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President/CEO

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# Reaching Gen Z

A large, white logo for Potatoes USA is centered on a solid purple rectangular background. The word "Potatoes" is written in a serif font, with the letter "o" replaced by a stylized potato with two green leaves. The word "USA" is written in a smaller, sans-serif font directly below "Potatoes".

Potatoes<sup>®</sup>  
USA

A smaller version of the Potatoes USA logo is located in the bottom right corner of the slide. It features the word "Potatoes" in a serif font with a stylized potato and leaves for the letter "o", and "USA" in a smaller sans-serif font below it.

Potatoes<sup>®</sup>  
USA





**LET'S MEET  
GEN Z  
"1997-2012"**



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*They are...*

# **Digital Natives**

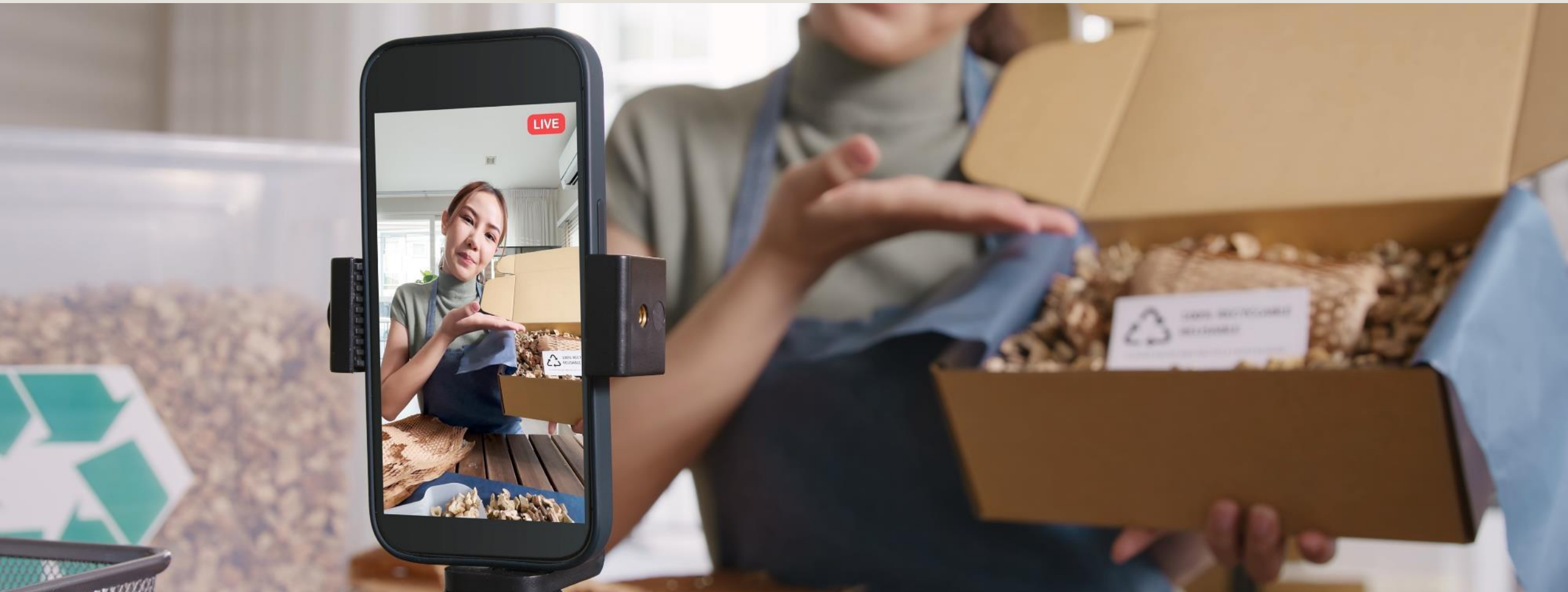




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*Compared to other generations, they are more...*

**Entrepreneurial**



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*They value a...*

# **Work-life balance**





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*They care deeply and are passionate ...*

# **Advocates**



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*They are...*

**“Generation Active”**





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*And, known as...*

# **The Snacking Generation**



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*They opt for eating ...*

# Multiple Times Throughout the Day

## Top Snack Brands





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*They search social media to ...*

# **Discover Food**





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*And, seek...*

# **Authentic Global Cuisine**





*In fact, the Top Gen Z foods...*

# Are Asian or Latin Inspired

➔	Cake Pops	+21%
	Boba	+21%
	Nutella	+16%
➔	Mochi	+16%
	S'mores	+15%
	Smoothie Bowls	+15%
➔	Ramen	+15%
➔	Bubble Tea	+14%
	Slushies	+14%
➔	Churros	+13%
	Chocolate Chip Pancakes	+12%
➔	Dragon Fruit	12%
	Sports Drinks	12%
➔	Thai Rolled Ice Cream	12%
	Frappes	10%

## TOP GEN Z FOODS

(% who love or like it  
vs. the total population)



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*While also enjoying...*

# **Comfort Foods ... with a Twist**





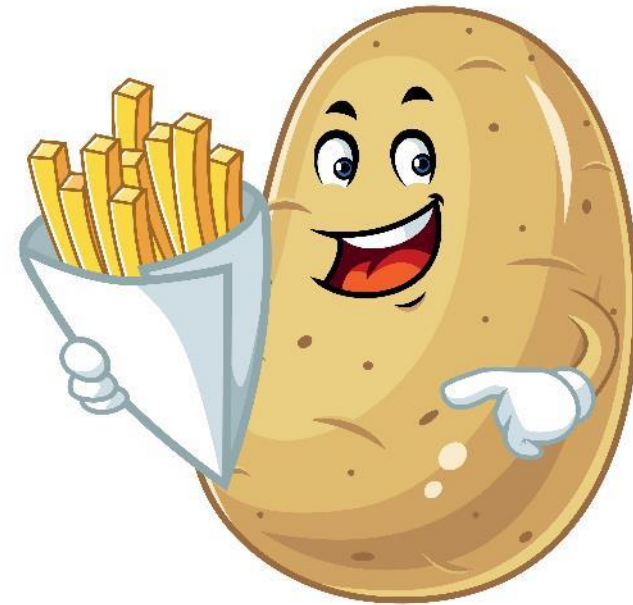
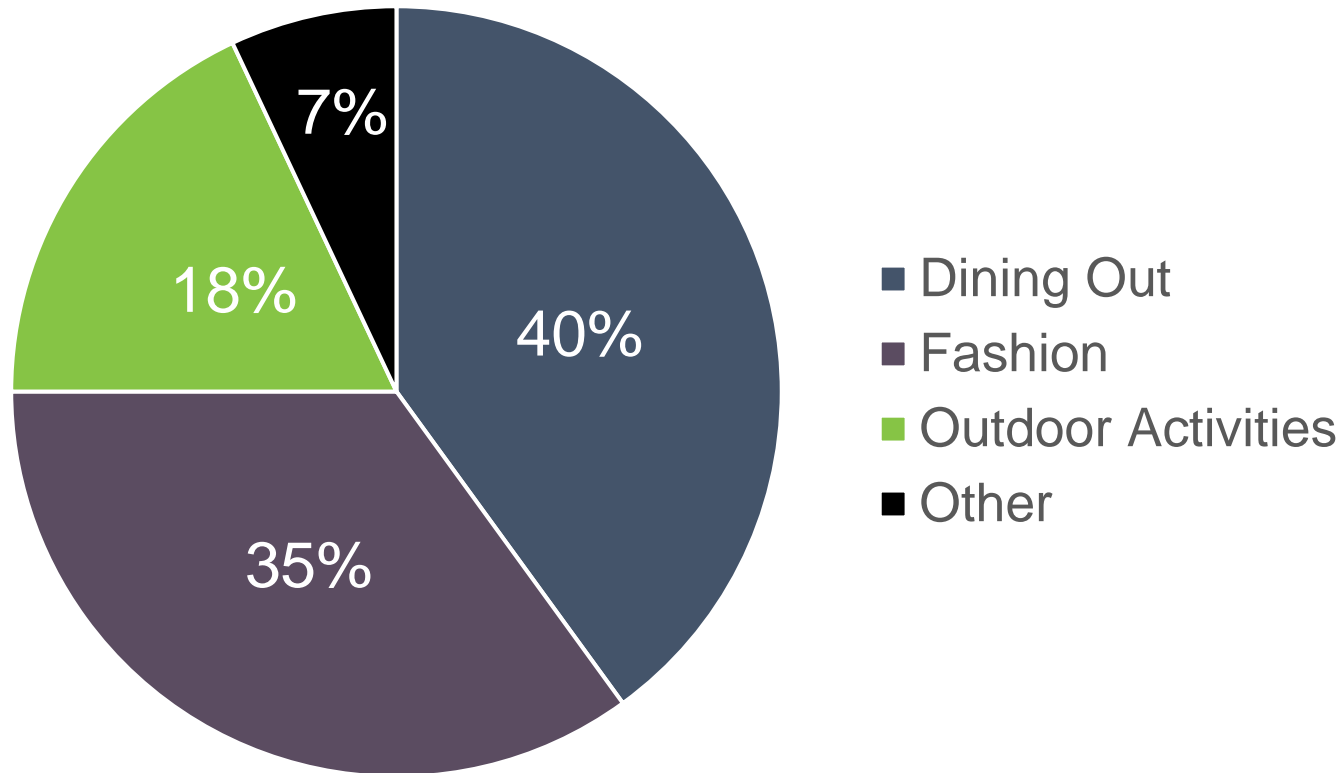
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*They ...*  
**Eat Out ... A Lot**



*They primarily spend their...*

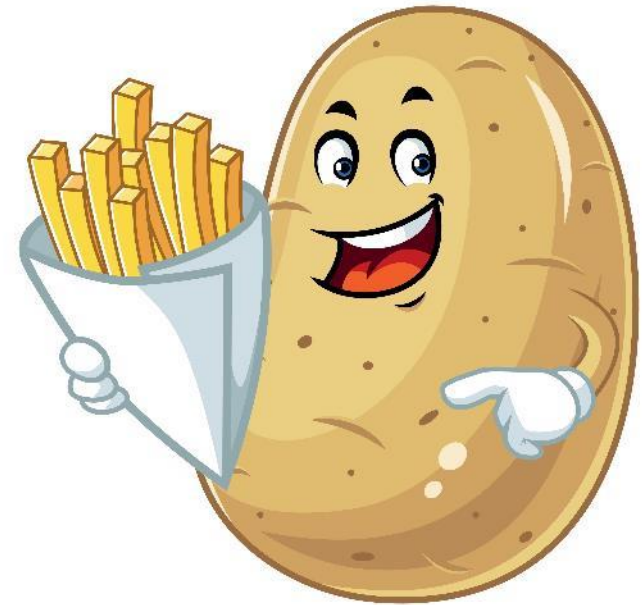
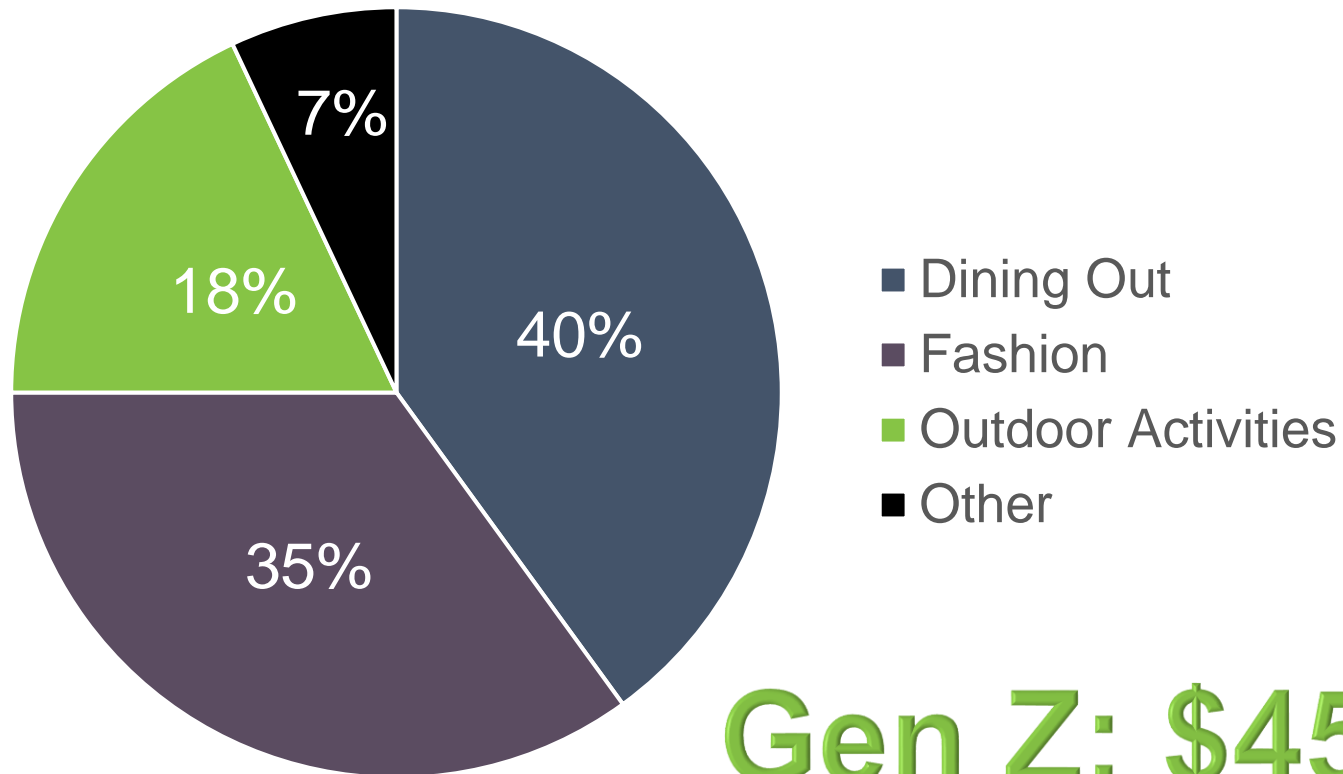
# Disposable Income Dining Out





*They primarily spend their...*

# Disposable Income Dining Out

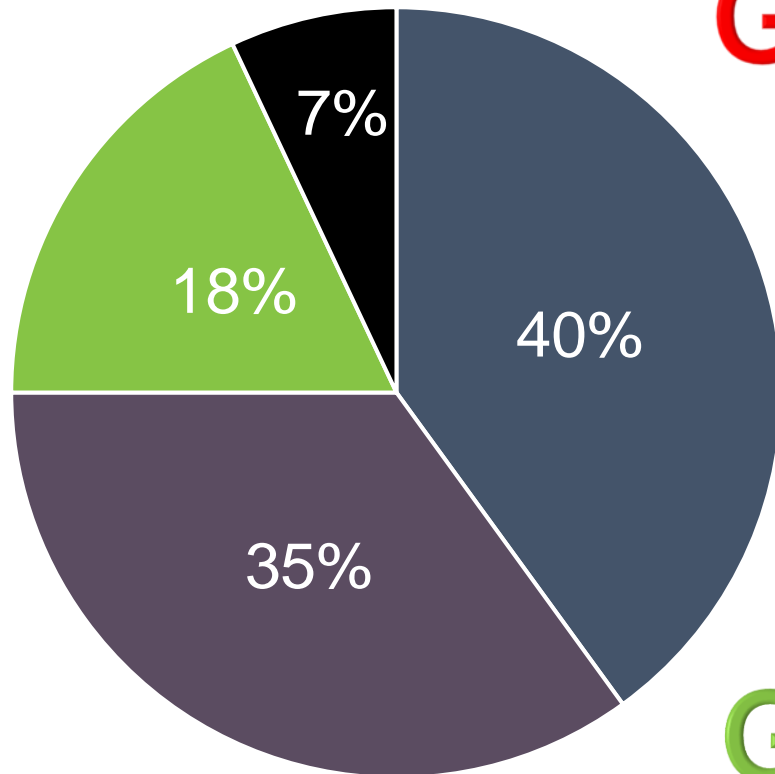


**Gen Z: \$450 billion**



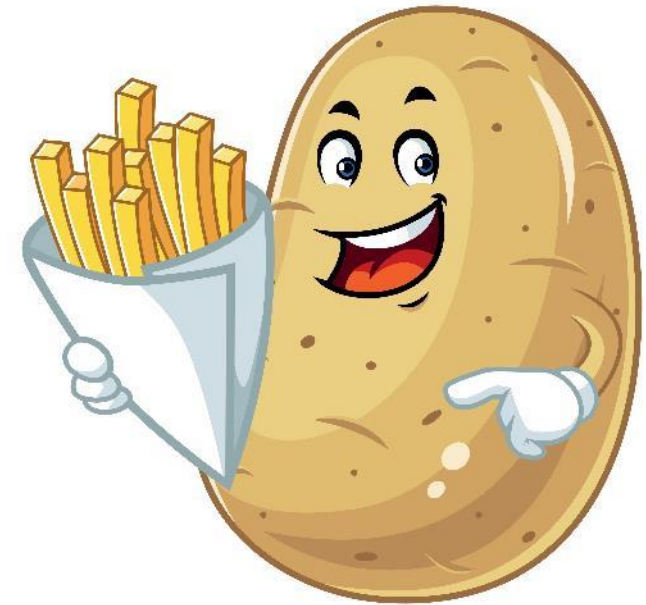
*They primarily spend their...*

# Disposable Income Dining Out



**Gen X: \$500 billion**

- Dining Out
- Fashion
- Outdoor Activities
- Other



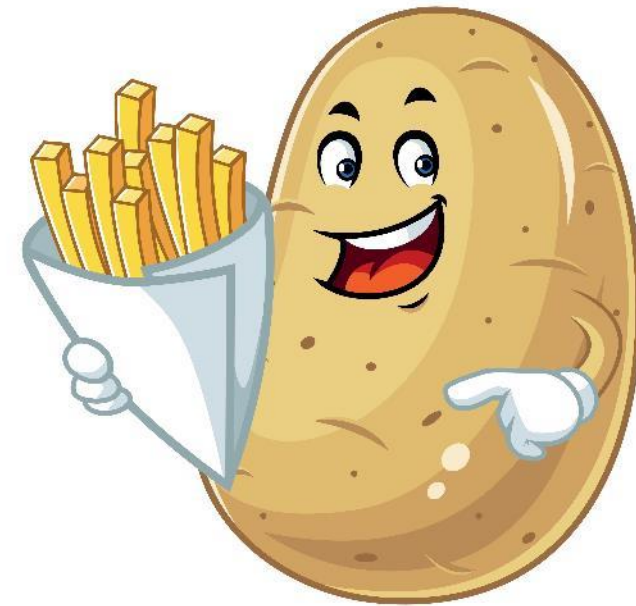
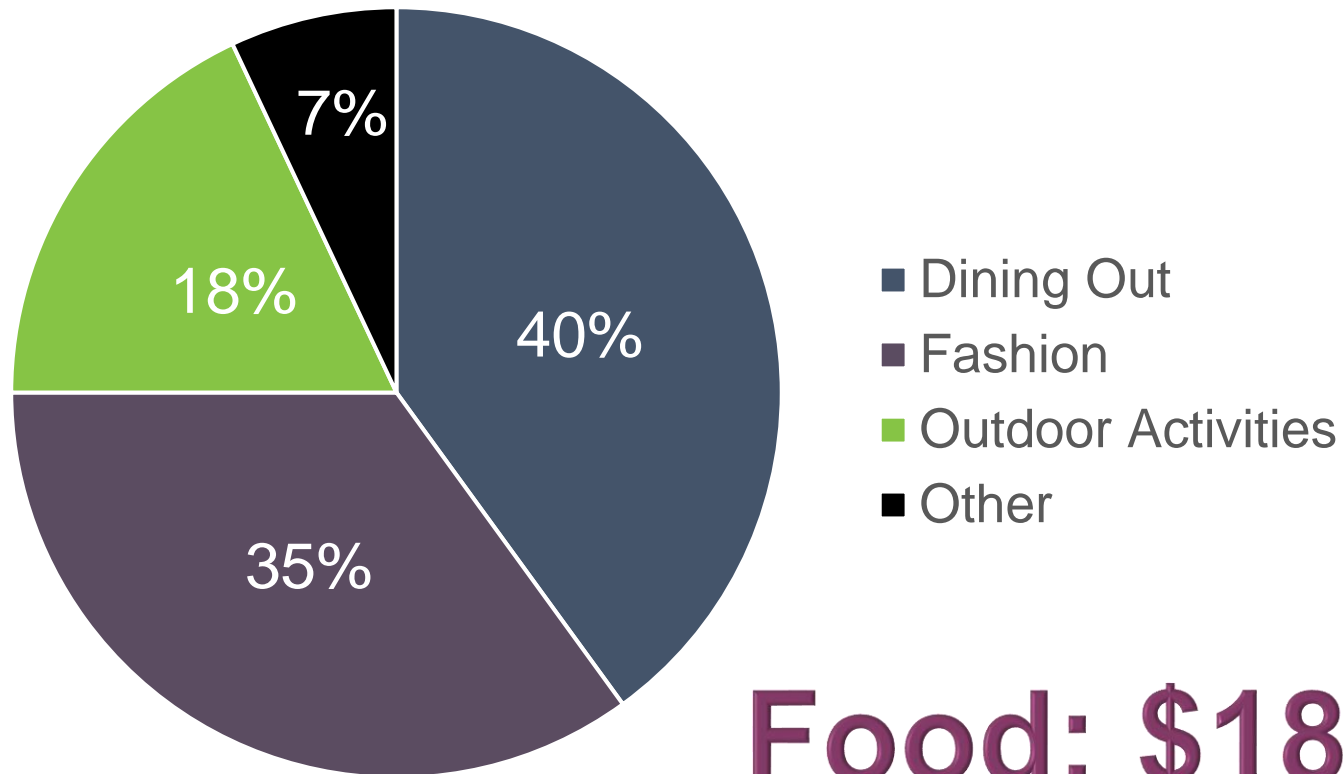
**Gen Z: \$450 billion**





*They primarily spend their...*

# Disposable Income Dining Out



**Food: \$180 billion**



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*They are...*

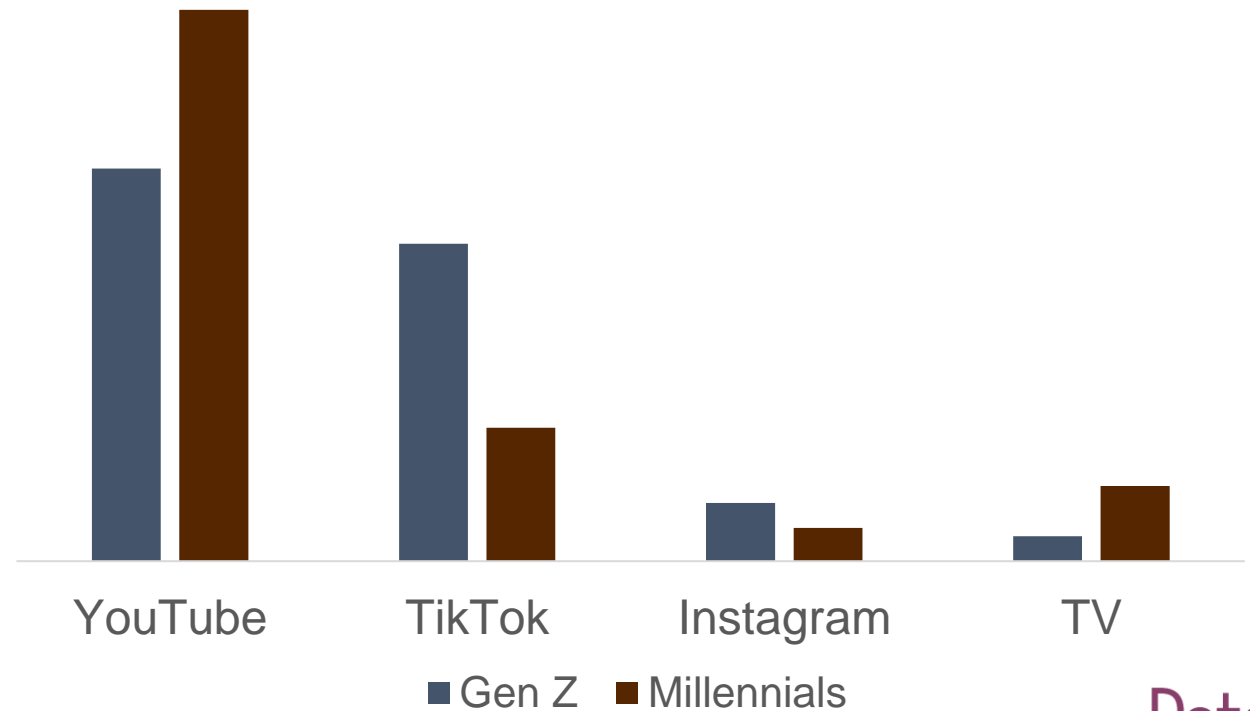
# Learning How to Cook





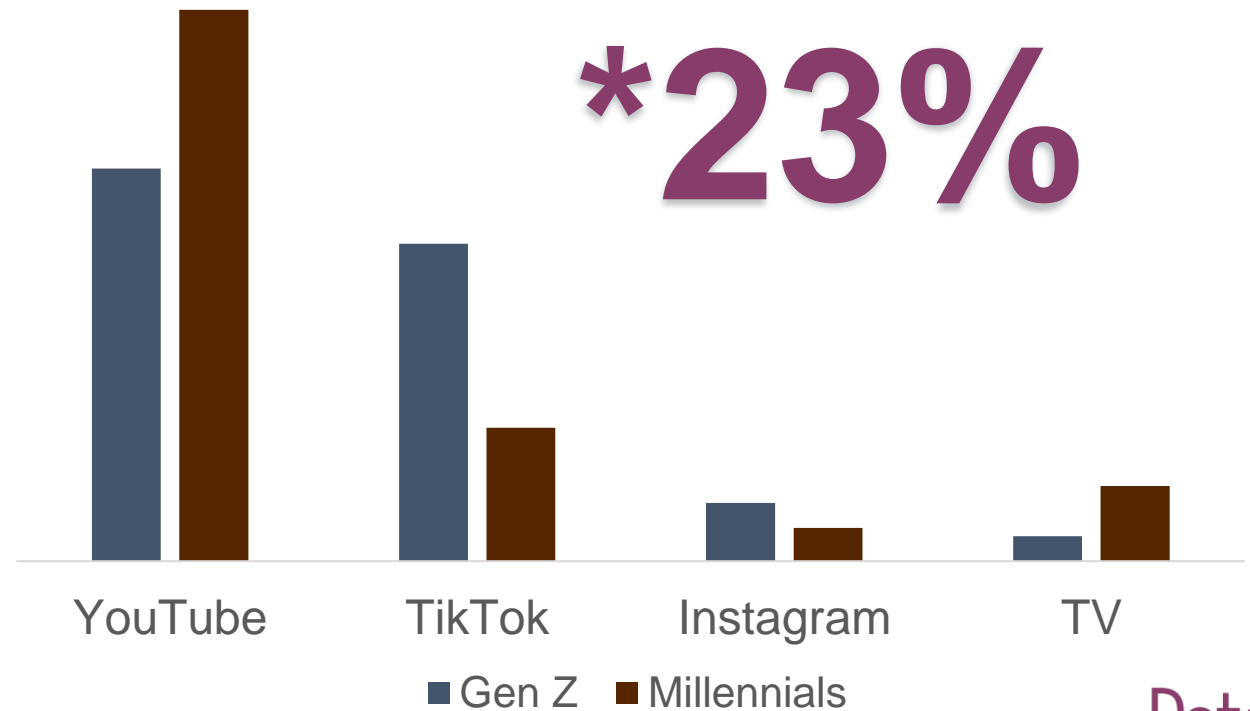
*They learn by ...*

# Watching Videos and Using TikTok



*They learn by ...*

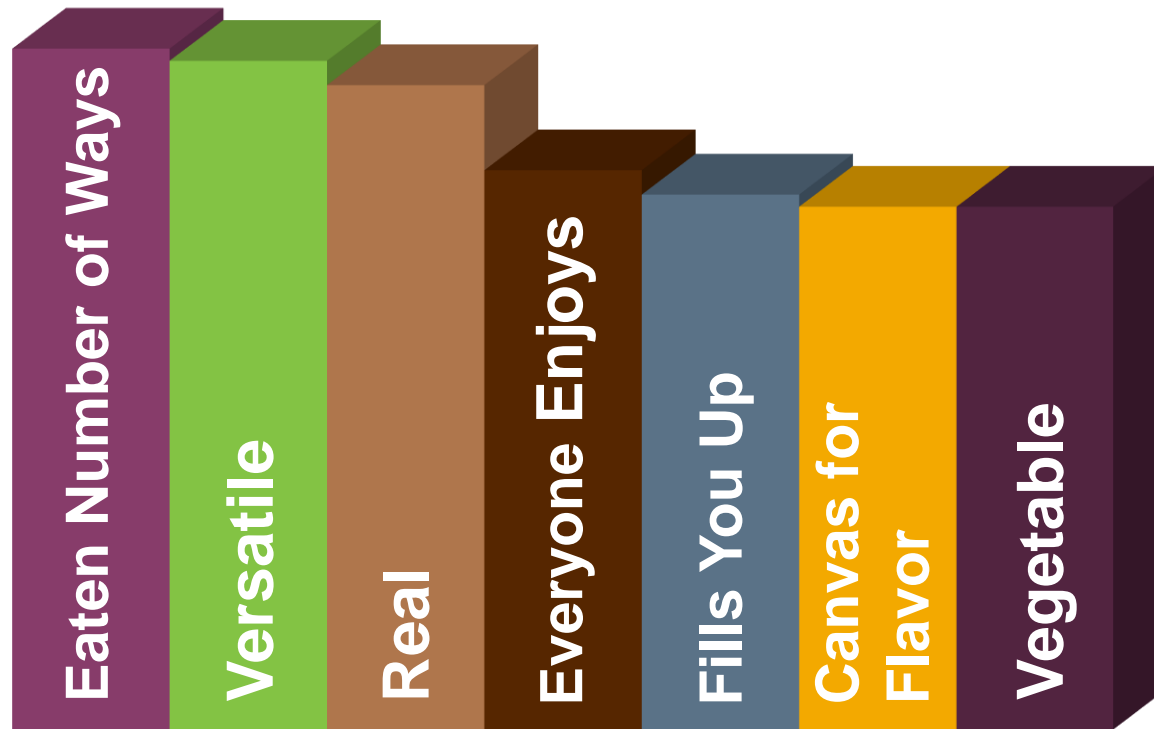
# Watching Videos and Using TikTok





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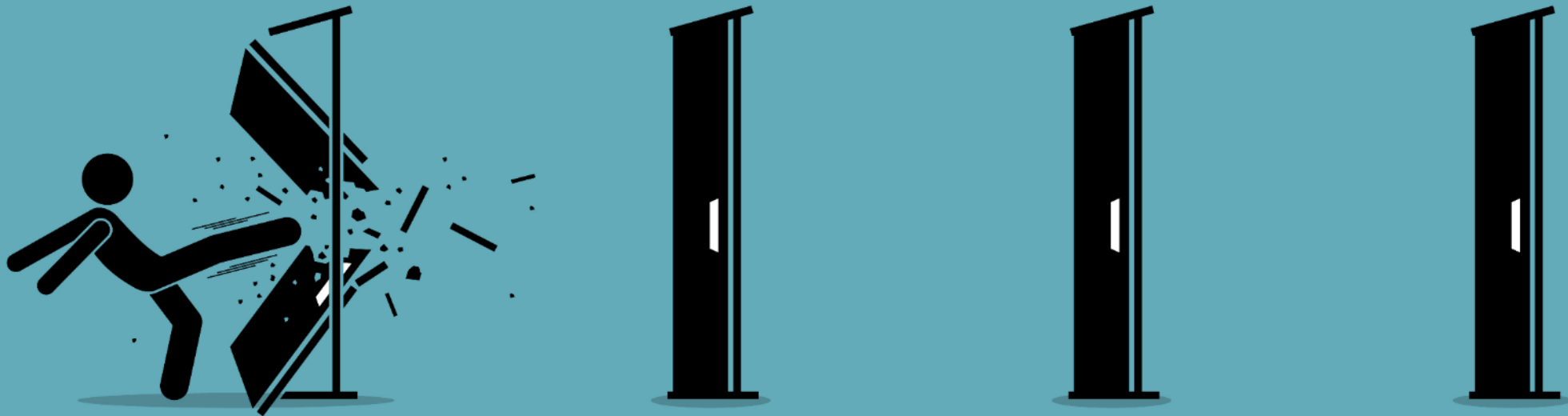
*Most importantly, they...*  
**Love Potatoes**



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*But...*

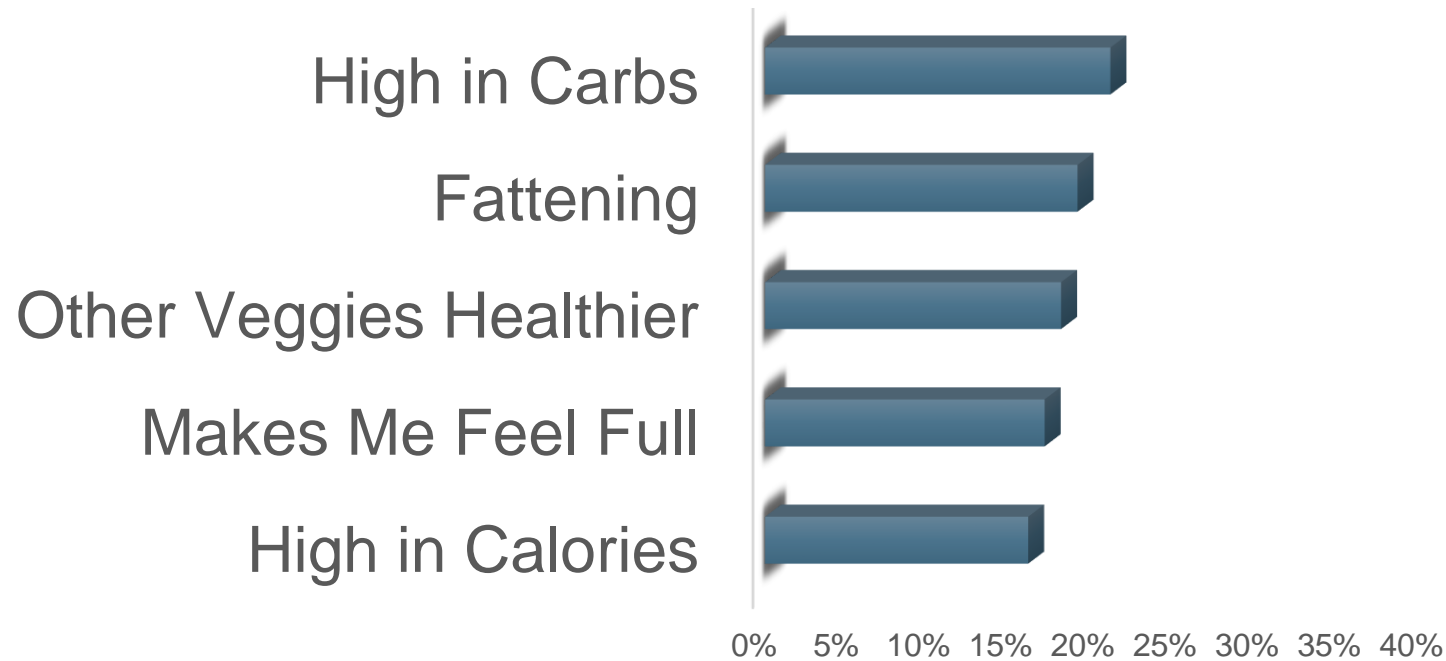
# There are Barriers to Break Through





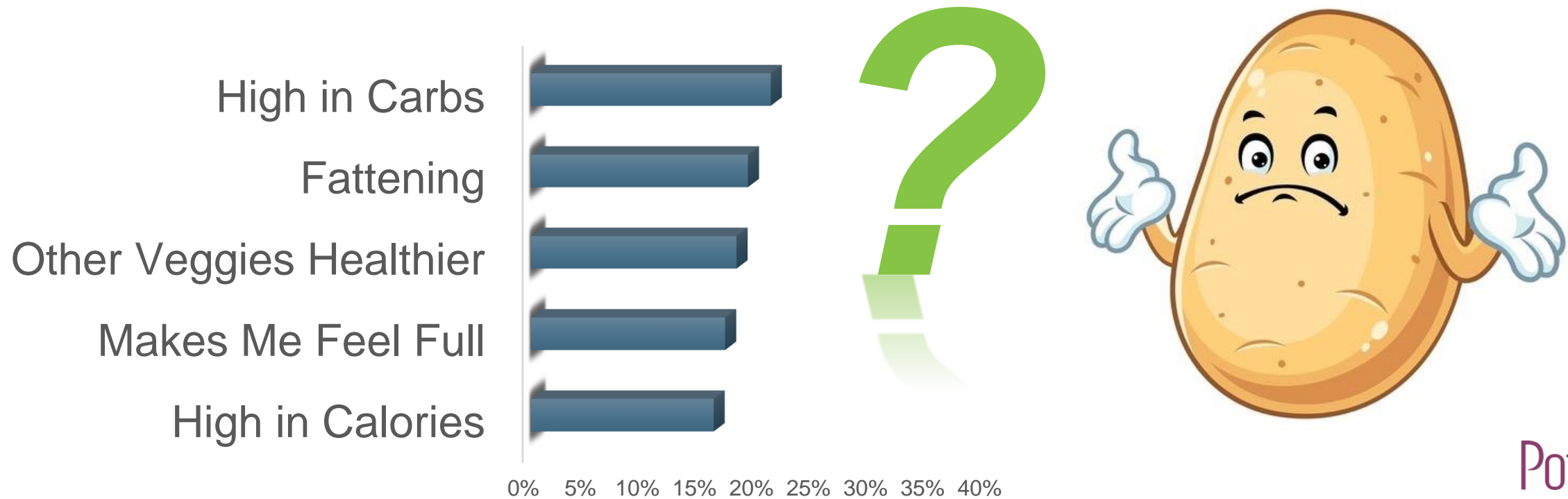
*We asked Gen Z...*

# Why Don't You Eat More Potatoes?



*We asked Gen Z...*

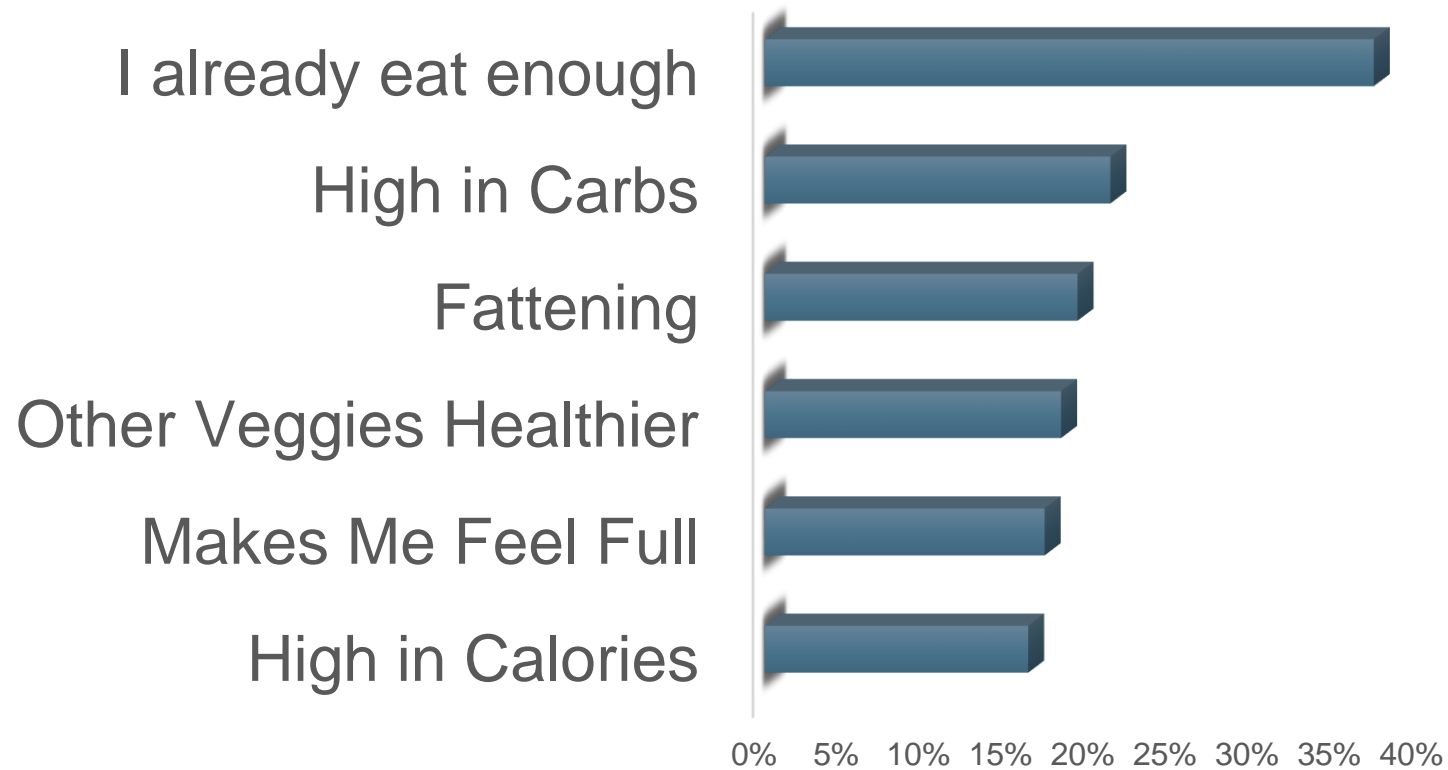
# Why Don't You Eat More Potatoes?





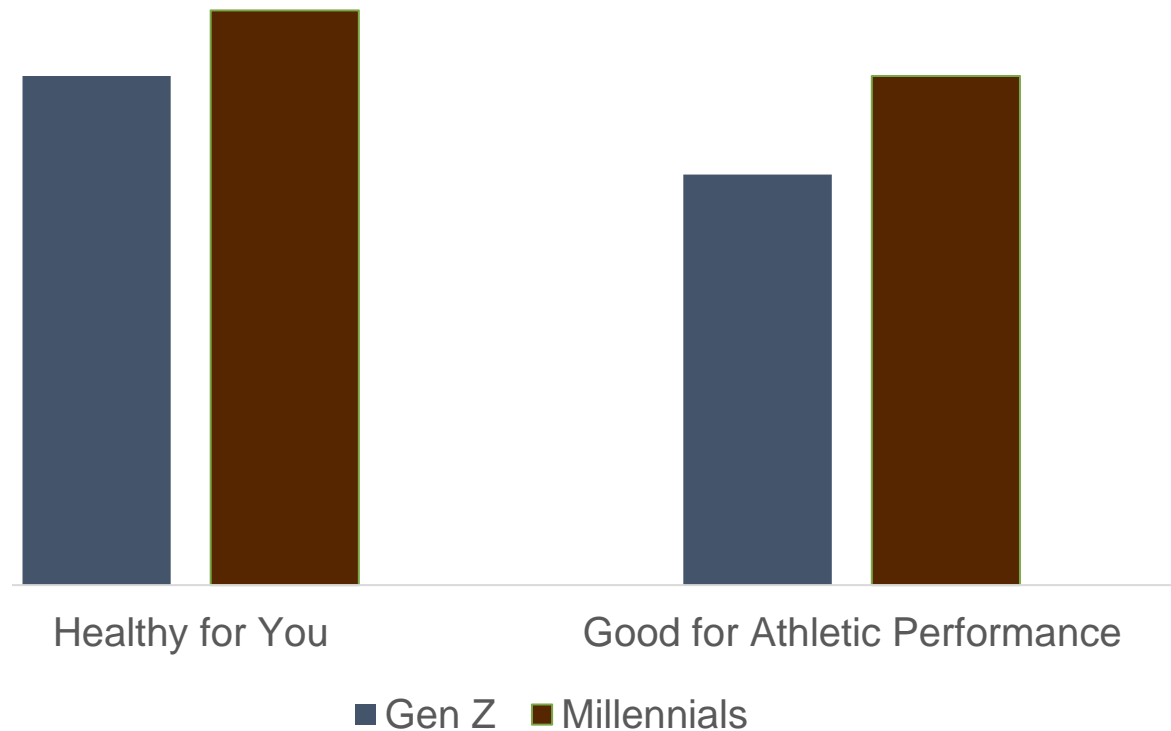
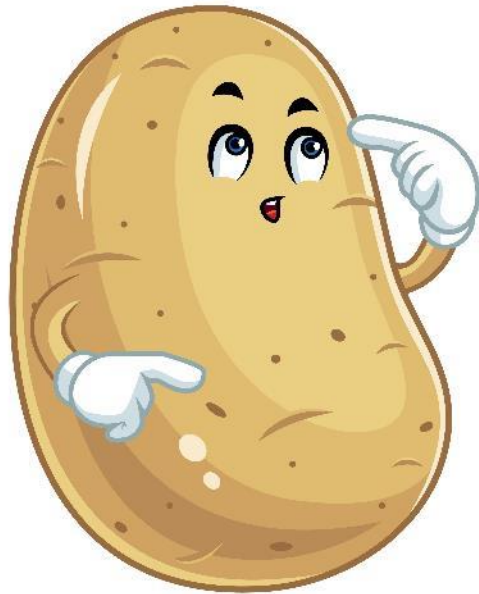
*We asked Gen Z...*

# Why Don't You Eat More Potatoes?



*Gen Z consumers beliefs about potatoes...*

# **Aren't as Strong as Millennials**

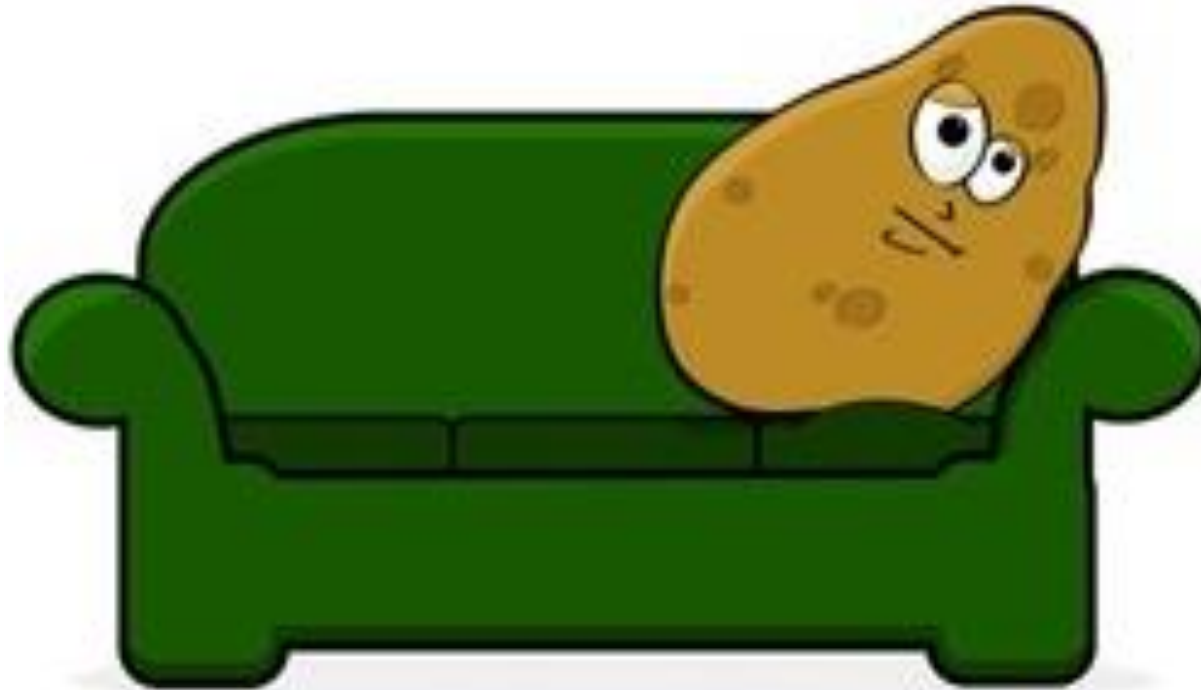




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*Some Gen Z consumers...*

# **Still See Potatoes Like This**



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*So, as a potato industry, we need to...*

# **Create a Moment of Re-evaluation**





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*After examining all published...*

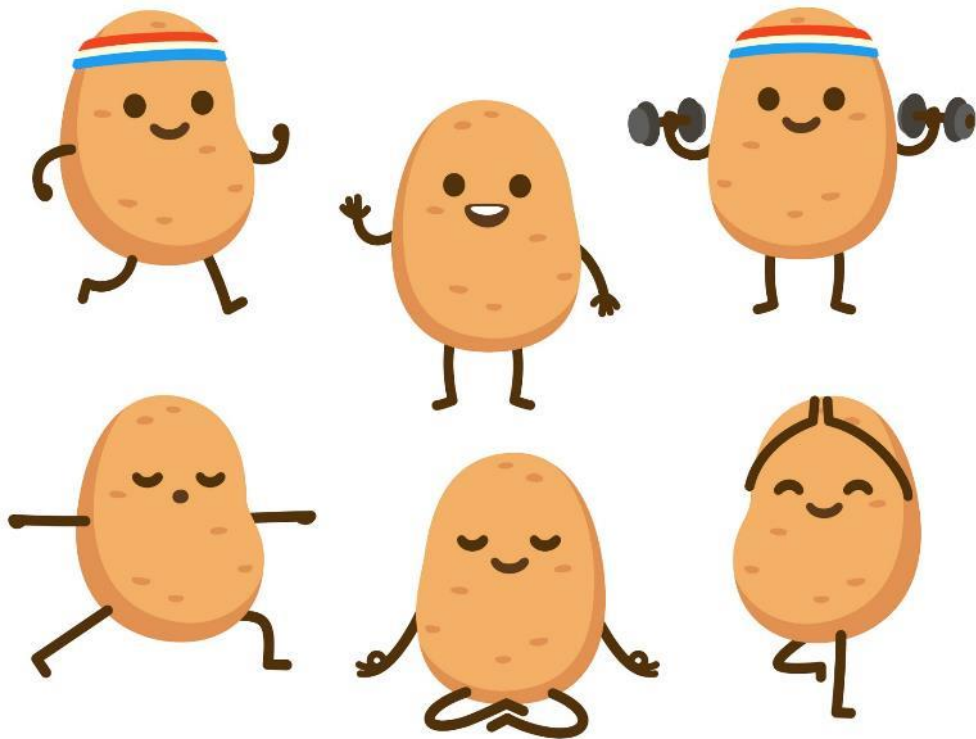
# **Nutrition Research about Potatoes**



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*We discovered an overlooked nutritional benefit:*

# Potatoes Fuel Performance



Potatoes are a nutrient-dense vegetable that provide the energy, potassium, and vitamin C you need to perform your best and fuel your day.



Potatoes.

Real Food. Real Performance.®

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*So, now we must share this message at the...*

# **Right Time & Right Place**

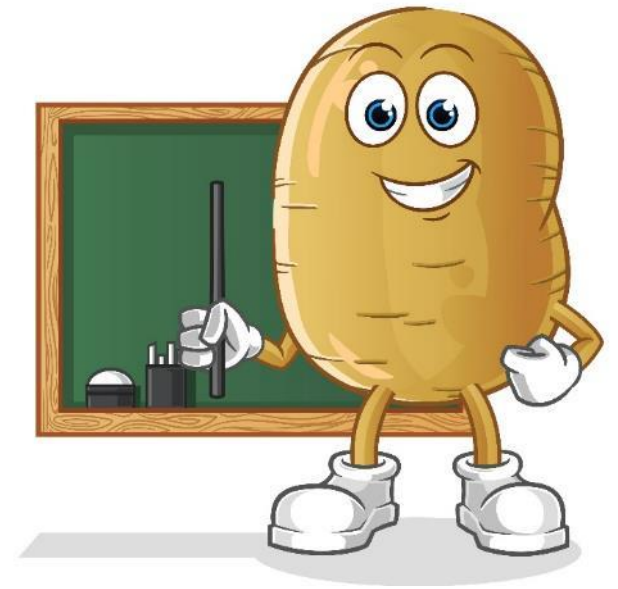
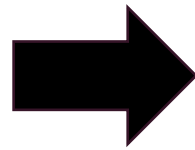
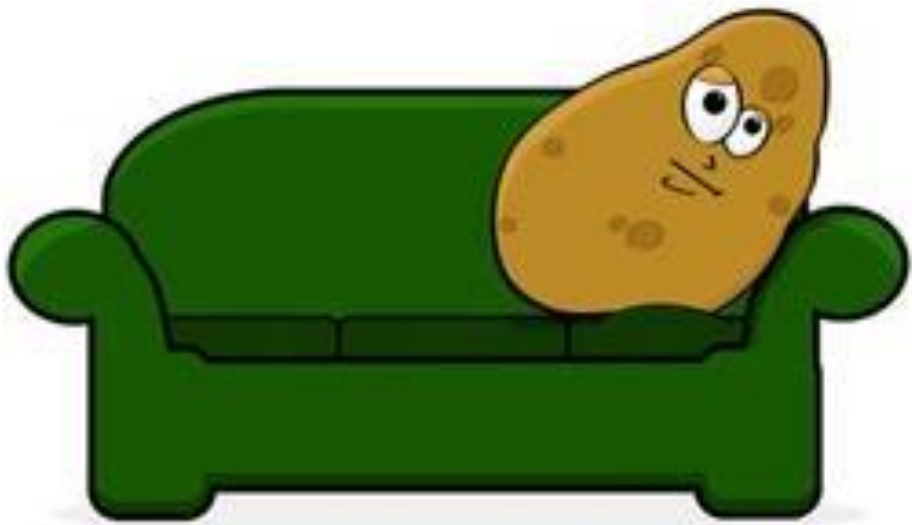




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So ...

# The Image of Potatoes Changes



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*So we continue to positively impact ...*

# **Perceptions & Demand**



*Let's Create a Global Movement...*

# Join Team Potato Today



**6,500+**  
Potato-Powered Athletes

**20+**  
Potato-Powered Events

**ONE**  
Potato-Loving Community  
(and Counting)

**JOIN TEAM POTATO USA**  
See firsthand how to grow and cultivate a team of active potato enthusiasts.  
[www.TeamPotato.com](http://www.TeamPotato.com)

**FOLLOW US ON SOCIAL**  
Follow along and celebrate our existing Team Potato members.

**GROW YOUR OWN**  
Get all the details you need to create your country's very own thriving Team Potato by scanning the QR code inside this brochure.

**TEAM POTATO**  
WHAT IT IS AND HOW TO GROW YOUR OWN  
Meet the team of everyday athletes who champion the benefits of potatoes across the United States—and see how you can create a team of your own!







**Potatoes.**

Real Food. Real Performance.<sup>®</sup>