

## THE EVOLUTION OF THE BUTTER PROGRAM

### RENEWED FOCUS ON VARIETIES

Selecting the best-in-class varieties for taste, appearance, longevity and yield

EarthFresh founded North America's largest private potato breeding company

Varieties rigorously tested over 10 years

### RENEWED FOCUS ON TASTE & USAGE

Introducing a sensory analysis based on taste to help inspire shoppers

Chef partnership to lead recipe development

### PACKAGING

Light-blocking bags to preserve product quality and taste

High graphic bags to appeal and attract customers

Mesh back for product visibility

### LISTENING TO THE DATA

Yellow potatoes now account for 21% of potato sales vs 10% 9 years ago

IMI Market Research tells us 85% of consumers intend to purchase Butter Potatoes

IMI Research concluded The Butter Program scored a 95/100 in their Certainty Score, indicating high confidence in its market potential

Consumers link "Butter" with comfort, quality, and taste

### PROMOTION & RETAIL SUPPORT

Consumer education and clear messaging using our Kwik Lok program

Customized in-store displays that drive engagement and conversion

Targeted social media marketing

### EXPANSION OF GROWING REGIONS

Expanding outside of Colorado to other key growing regions in North America

The shipping season will be extended to start earlier and end later with a goal to have 52-week supply

Allows for expansion of service radius

# BETTER. BUTTERY. BRILLIANT.



## A premium potato program rooted in flavour, performance, and consistency.

The Butter Potato program has been completely reimagined. With a renewed focus on variety selection, flavor, cooking performance, and visual appeal - these potatoes aren't just better, they're built to perform.

### Butter Golds

Golden-skinned with radiant yellow flesh, Butter Golds offer a velvety texture and a lush, full-bodied flavor that brings elegance to any dish. Their naturally smooth bite and buttery depth make them a standout choice for both everyday cooking and elevated culinary creations.



### Butter Reds

Striking in appearance with jewel-toned red skin and golden interiors, Butter Reds deliver a tender, waxy bite that finishes with a creamy, mellow richness. Their vibrant contrast and delicate flavour make them ideal for colourful salads, rustic roasts, or simply steamed to showcase their natural character.



### Butter Russets

Wrapped in warm tan skin with golden-yellow flesh, Butter Russets bake up airy and cloud-soft, revealing a decadent, buttery flavour that lingers with every bite. Their silky interior and satisfying depth of taste make them the perfect choice for comfort classics like mashed potatoes, baked dishes, and fluffy fries.



✓ Revived and Refined

✓ Stronger Support, Smarter Strategy

✓ Retailer Benefits

✓ Data-Backed Confidence