



**For Immediate Release:**

**Contact**

Dana Rady

715-623-7683

drady@wisconsinpotatoes.com

**Northwoods Retail Store Wins Wisconsin Potatoes Display Contest**

(Rhineland, WI – November 22, 2016) The Wisconsin Potato and Vegetable Growers Association (WPVGA) is pleased to present a 2015 Fat Bob Harley Davidson to the winner of the 2016 Wisconsin potatoes display contest. The Harley is heading to the state's Northwoods, and specifically, Trig's in Rhineland.

On November 28<sup>th</sup>, members of WPVGA Promotions Committee will present the motorcycle to Trig's at the Rhineland store (232 South Courtney Street) at 1pm.

The first place award to Trig's is the result of an extravagant Wisconsin Potato promotion that extended throughout the whole store during the month of October. WPVGA Director of Promotions Dana Rady says the all-encompassing effort easily made Trig's in Rhineland a number 1 choice.

"The team at Trig's went above and beyond the call of duty to showcase Wisconsin potatoes to their customers," Rady says. "Besides designing a display in the produce department, they used various point of purchase materials from their Wisconsin potato supplier and invited the Spudmobile, Wisconsin's educational traveling billboard, to make an appearance. They handed out healthy potato dish recipes to customers, held a coloring contest for kids and provided

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visitors with free samples of unique potato dishes that even included potato cake.”

Rady also says they put up Wisconsin potatoes banners outside, made “Buy Local Buy Wisconsin” t-shirts for their staff to wear, and held a drawing to award one lucky person with a free grill as long as they walked through the Spudmobile during its visit.

“It’s one thing to build a display,” Rady continues, “but when you also understand the importance of buying local and promoting Wisconsin farmers to the public, that’s a huge accomplishment that resonates throughout a community and reaps nothing but benefits.”

“We are ecstatic about winning the Harley,” says Don Theisen, store director of the Rhinelander Trig’s. “Winning something like this for doing something we love is amazing! Supporting Wisconsin potatoes and local produce has been a big part of who I am since starting my career as a produce clerk in 1988. Working with Wisconsin farmers for me is supporting family. It has also been a good business decision. Quality Wisconsin produce is what our customers want and supporting locally grown has increased our sales and profits. Supporting locally grown is and will continue to be a large part of Trig’s growth plan.”

That’s a sentiment WPVGA Promotions Committee Chairman Chris Brooks says came through loud and clear when selecting the winner.

“The WPVGA Promotions Committee was pleased to see the amount of interest and dedication shown by many grocers in this year’s Wisconsin potatoes display contest. Trig’s stood out from the crowd with its imagination and promotion of Wisconsin potatoes. We are honored and fortunate to have such a valuable partner to work with and reward this year.”

It’s one example of a valuable partnership promoting Wisconsin farmers to Midwestern families that WPVGA looks forward to continuing.

**\*\*Photos available upon request\*\***

*WPVGA is a non-profit organization that represents and promotes state potato and vegetable growers. We currently represent more than 300 members and affiliates. For more information on our commitment to sustainable agriculture, jobs and water use, visit*

*[www.wisconsinpotatoes.com](http://www.wisconsinpotatoes.com).*

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