



652 North 800 East
Spanish Fork, Utah
Contact: Rand Mickelson
Phone: (801) 978-8452

FOR IMMEDIATE RELEASE

Fresh Market to Build World's Largest, Spud-tacular Potato Display

Guests to Receive Great Bargains on the A "peeling" Exhibit

Spanish Fork, UT (February XX, 2011) – Fresh Market is gathering more than 80,000 pounds of Idaho Russet potatoes to build the world's largest "spud" display.

Set to debut on February 16, at the Spanish Fork location (652 North 800 East), the delicious mountain of potatoes will delight the senses, break a record and spotlight the health benefits of potatoes.

"We are very excited about this display," said store director, Mark Levingston. "Our team has had their 'eyes' on this achievement for some time and we look forward to 'mashing' the previous record."

It will take approximately 40 pallets of potatoes (two entire truckloads), five hours and dozens of people to build the massive display. The Idaho Potato Commission has been instrumental in supporting the store's efforts and representatives from the organization will attend the event.

Shoppers will enjoy the fruits of Fresh Market's labor by being able to take home potatoes at a sweet deal throughout the weekend. A ten-pound bag will be on sale for only 59 cents.

"Potatoes are a delicious, healthy vegetable and a favorite of the local community," said Angel Velez, produce sales manager of Fresh Market. "Tackling this fun challenge adds fresh energy to the store and delivers value to our customers."

Media or other commen"taters" wanting the "scoop" may contact Rand Mickelson at 801-978-8452.

Associated Food Stores is an independent retailer-owned warehouse based in Salt Lake City, Utah, which provides products and services to more than 500 grocers throughout the Intermountain West. Associated Food Stores can be found on the internet at www.afstores.com.

###