

# NAVIGATING *The* MENU ALLOWANCE PROMOTION AGREEMENT



Working with your  
Foodservice  
Promotion Director  
and the Idaho® Potato  
Commission's online  
agreement tools.  
**IT'S AS EASY AS 1, 2, 3!**

**1**  
STEP

## ACCOUNT INFORMATION



You will be asked for your chain, unit name, address, and contact person. We will also need the start date, plus the number of participating locations (including franchisees) so we can calculate the funding amount. \*

\*Funded at \$25 per unit up to \$3,000

**2**  
STEP

## REQUIREMENTS

### A. Potato Categories



Hash Browns



Mashed



Fried



Baked/Other

### B. Placement & Wording

**Burgers**

**Cheeseburger**

100% ANGUS BEEF BURGER WITH YOUR CH OF CHEESE AND ALL THE FIXINS! SERVED WITH HELPING OF OUR FAMOUS THICK CUT IDAHO® FRENCH FRIES

**\$6.49**



Mandatory 1-inch in diameter size, the placement of Trademark next to featured potato item is required, and the use of the words "Idaho® Potatoes" must be present.

### E. Approval of Documentation

Menu - Two samples of printed version, photo of menu board installed, or screenshot of online menu is required.



Trademark must not appear adjacent to any other starch reference for pasta, rice, or competing potatoes.



### C. Proof of Purchase

Invoices of purchased certified Idaho® Potato products.



INVOICE

### D. Pre-approval

Preapproval of 1st draft/ design (or screenshot of online version) is required to insure correct placement and size of seal, photos and/or drawings of Idaho® Potato wording and product.

**3**  
STEP

## APPROVAL/FUNDING

Once supporting documentation and promotional materials are submitted and approved by your Foodservice Promotion Director your program gets funded and you're off.



For all questions contact your Foodservice Promotion Director  
[idahopotato.com/foodservice/contacts](http://idahopotato.com/foodservice/contacts)

