



Boost sales with Family Favorite value brand

“Ugly” Stretches the Food Dollar Further

Alsum Farms & Produce’s value brand, Family Favorite, is a #2 potato also known as “unclassified” helps stretch the consumer’s food dollar further and fits the ever-growing ugly produce trend for great taste and value.

Potatoes that are sold as unclassifieds are a nutritionally good eating potato but do not meet the standard of a U.S. #1 grade potato due to misshapen, too much skinning, slightly more internal defects or discoloration. This gives you and the consumer a lower cost potato.

Alsum offers the following unclassified potato options and has the capabilities to pack into other sizes. The Family Favorite brand has more than 15 years of brand awareness behind it. Ask your Alsum rep how the Family Favorite brand can help elevate your potato category.



Alsum Farms & Produce offers:

- Family Favorite - a value brand potato that offers equally good nutrition with just a few cosmetic defects.
- Year-round availability
- Brings consumers exceptional value
- Commitment to social responsibility and sustainability to help reduce food waste
- Alsum Farms & Produce, Inc., is a grower, packer and shipper of potatoes, re-packer of onions and a wholesale distributor of a full line of fresh fruits and vegetables. Headquartered in Friesland, Wis.

Product	UPC	Weight	Bags Per Bale	Bale Dimension	Pallet Tie	Cases per Pallet	SRP
5# Uncl Russet	0 33383 53013 0	50 lbs	10	13.5” x 7” x 36”	5 x 10	50	\$0.99 - \$1.19
8# Uncl Russet	0 33383 53033 8	48 lbs	6	13.5” x 7” x 36”	5 x 10	50	\$1.19 - \$1.99
10# Uncl Russet	0 33383 53053 6	50 lbs	5	13.5” x 7” x 36”	5 x 10	50	\$1.29 - \$1.99

