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FOR IMMEDIATE RELEASE

Specialty Potato Alliance (SPA) has announced a new fingerling variety called the Red Rebel. This potato is the first new product developed from hundreds of trials that are guided by the strict standards of the Alliance. SPA proudly offers the Red Rebel to the market as a fingerling that embodies great flavor, size, appearance and durability.

“We have been focused on developing a thinner French Fingerling variety while trying to maintain the heirloom’s positive attributes,” states Sheldon Rockey of Rockey Farms. “After managing a decade of cross-pollinated trials, I am very excited about the positive and consistent results of the Red Rebel.”

The Red Rebel is a cross between a French Fingerling and a proprietary potato variety. This tuber is the product of more than 2400 trials and has made it to the G5 level (the final stage) where it will now be grown for the consumer market. The size is comparable with other fingerling varieties and the flavor is moist and creamy. While the French Fingerling remains a cornerstone of the Alliance’s offerings, SPA growers believe the Red Rebel will quickly replace the French Fingerling in many markets. This potato has been developed for specific size requirements and named with the concept of ‘rebell’ against turning green in the light; bruising and early blight. The potato also rebels against developing tough skin and boring flavor. With year-round production in a variety of climates, the Red Rebel will always be in season and available for discerning consumers.

“We’re thrilled, this variety grows very well in the test climate and our climate,” mentioned Scott Pursel of Lehr Brothers, another Alliance partner. “We get uniform sizing; healthy, clean spuds and a great final product.” Specialty Potato Alliance will use this product predominantly in its retail medley packages, but there will also be straight packs available.

The Red Rebel Fingerling variety debuted at the 2009 PMA Foodservice Conference and Exposition in Monterey. Response from retailers and wholesalers alike has been very positive with large initial orders placed, to the delight of the SPA growers and partners.

For more information about Specialty Potato Alliance, the new Red Rebel Fingerling and SPA’s complete family of products, please contact Mark Pittenger or Jill Overdorf at 908-913-1600.

Grown by Farmers who care.

Specialty Potato Alliance * Mountainside, NJ * www.potatoalliance.com

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