



November 19, 2010

For Immediate Release

SPECIALTY POTATO ALLIANCE ROLLS OUT NEW FOODSERVICE BOX

The Specialty Potato Alliance (SPA) has begun shipping their new box for foodservice.

The new 50 pound box has the standard telescoping lid and will be used for SPA products throughout the country. "We will still use the Culinary Harvest™ label in specific markets," remarked Richard Leibowitz, Director for the SPA, "but using the new label will help to solidify our new marketing program as well as promoting the year round program and full product line to our customers."

The new box will appear first on the East Coast with product that was packed and shipped from Rockey Farms, a Center, Colorado grower for the Alliance. "We run about three trucks a week from Colorado to our forward distribution facility in Pennsylvania," said Mark Pittenger, east coast sales manager for SPA. "These cases will be on the receiving docks Thanksgiving week but we have notified our customers of the upcoming change so I do not think there will be any surprises. Many customers have become comfortable with the Culinary Harvest™ name, and while that is still available, this new box will be distributed throughout the country giving our alliance more continuity and the product more familiarity throughout the nation" West coast distribution will also start using the Specialty Potato Alliance box top reinforcing the presence of the Alliance in that market.

The new box indicated the food safety certification along with a check box of all the varieties. This includes the three new proprietary varieties the Red Rebel™, Rockey Rose™ and the Merlot™. While the new white top is sure to attract attention, it is the contents about which the group is most concerned. "Our goal is to have customers request the specific varieties that are exclusive to SPA. If the box helps promote that, all the better." Leibowitz said.

Specialty Potato Alliance is a group of fingerling growers, packers, and distributors, dedicated to the distribution, propagation, and quality of fingerling potatoes. They have offices in Los Angeles and Bakersfield, California, Center, Colorado and Mountainside, New Jersey.

**FOR MORE INFORMATION PLEASE CONTACT
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SPA Founding member and specialty potato grower, Sheldon Rockey, shown with the new SPA Foodservice box being rolled out this week in eastern markets.



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