

Lifetime Television airs Wilcox Fresh segment

By Cynthia David
Special to The Packer

Grower-shipper Wilcox Fresh of Rexburg, Idaho, is excited about its first foray into direct consumer marketing.

The five-minute segment aired Nov. 17 on "The Balancing Act," a women's lifestyle show, and featured category manager Dave Sherman preparing and serving the company's Potato Jazz microwaveable baby potatoes for host Danielle



Richter

Knox. "It was exciting for us to do a television show that reaches consumers directly," said Jim Richter, executive vice president of sales and

marketing. "Most people in our industry use trade advertising."

Richter worked with the producer on the script to highlight the freshness, ease of preparation and presentation of Potato Jazz potatoes. The segment also emphasized the long history of Wilcox Fresh and its commitment to the land and to food safety.

The segment appears on the company's website and will air again on the morning of Dec. 17 on the Lifetime Television net-

work.

On the retail front, meanwhile, Wilcox Fresh's new premium Idaho tray under the Mother Earth Fresh brand "continues to take off and do well," Richter said.

The size 70 baker in a four-count black foam tray is the ultimate grab-and-go item, he said.

"Time-pressed consumers want to be able to go up to the display and pick out that tray with four hand-picked potatoes all wrapped and ready to go," he said.

"As I found in my years on the retail side, you can drive half your sales in prepacked tray-type items if you merchandise them on the overflow with a bulk display."