

# FAMOUS IDAHO® POTATO TOUR

## TOURING SINCE 2012

and it is still TRUCKING ALONG stronger than ever!



People of all ages relate to the Idaho seal more than ever

*thanks*  
TO THE TRUCK

### TOUR STATISTICS

AVERAGE MONTHS ON TOUR

**5**

EVENTS WITH OVER 100,000 IN ATTENDANCE

**31**

EVENTS WITH OVER 350,000 IN ATTENDANCE

**19**

That many people would fill up

**102**  
NFL FOOTBALL STADIUMS

Traveled approximately **25,000 miles per year**

That's enough miles to circle the world **EVERY YEAR!**

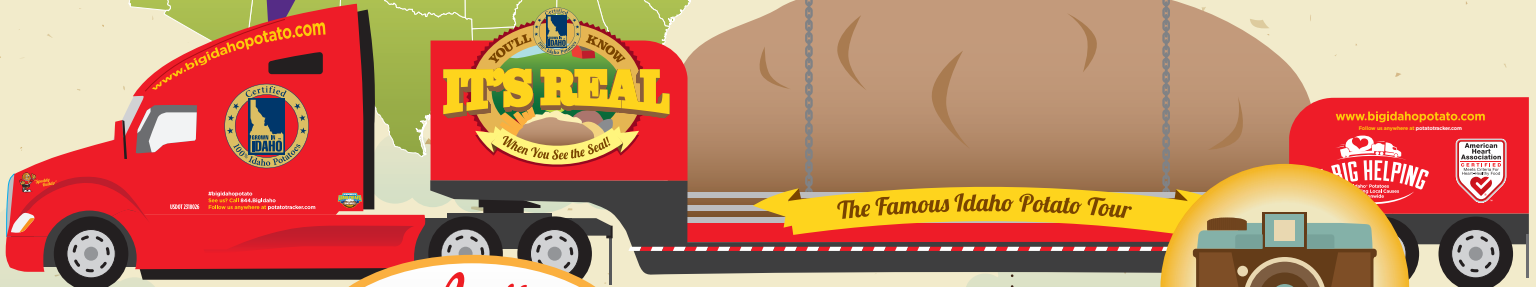
Events held in **369 cities & towns**

Traveled through more than **4,000 cities & towns**

Visited all the lower **48 STATES\***

We get **APPEARANCE REQUESTS DAILY** from fans, festivals, and events all over the country. (Let's just say the truck is in BIG demand.)

**16,000+ FANS ON FACEBOOK**



*Is it REAL?*  
(seriously)

THE NUMBER 1 QUESTION

How did Tater Team alum Kristie Wolfe answer that?

*It's real...by awesome!*



**LOCAL, NATIONAL, AND EVEN GLOBAL RECOGNITION**

TV, Radio, Newspapers, Blogs, Social Media, Magazines

**IMMEASURABLE**

We can't even begin to measure how many people have a picture of the Big Idaho Potato Truck on their mobile devices.

**GO HOME!**



People always identify with the national commercial and tell the Tater Team to "go home" because the farmer is looking for them.

*(Even truck drivers tell them to go home over the CB. ...Truckers are SO jealous of our driver!)*

\*One persistent lady writes us all of the time to see if we can get the truck to Hawaii and Alaska!

Please visit [idahopotato.com](http://idahopotato.com) for more than 1,500 nutritious and delicious Idaho® potato recipes. For daily updates and to be part of our social media community, follow us on:

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