

★ ★ U.S. Potato Board Partnership



Dedicated Email Sponsorship



Hungry Girl's Guilt-Free Groceries
All of our advertisers & products are Hungry Girl tasted & Hungry Girl approved!
Today's delicious finds are brought to you by the [United States Potato Board!](#)

HG ♥ s Potatoes...
Delicious, nutritious, and surprisingly guilt-free!

Fat Free
Only 110 calories per 5.3-oz. spud!

Plus Fiber

CLICK FOR MORE INFO!

Guilt-Free Potato Goodness Recipe Contest

WIN A TRIP TO L.A.

Meet Hungry Girl Lisa Lillien!

Submit your best no-guilt potato recipe on Facebook for a chance to win a VIP visit to Hungryland in Los Angeles!

f ENTER NOW!

Official Rules apply. Deadline 3/28/14.

HG's TOP ATE Reasons to Love Potatoes...

- 1 Potatoes are seriously satisfying! Get this -- a study of nearly 40 common foods found that potatoes deliver the most satisfaction. WOW!
- 2 A 5.3-oz. skin-on spud (the size of a computer mouse) has 45% the daily value of vitamin C and only 110 fat-free calories. Potatoes also have fiber!
- 3 Dining out? Top a plain baked potato with salad-bar goodies like broccoli & salsa... SO good!
- 4 White veggies are underrated and provide key nutrients we need. In fact, potatoes have even more potassium than bananas!
- 5 Gluten-free alert! Potatoes are a great alternative to pasta and bread... You can even make lasagna with spud slices instead of noodles.
- 6 Russets, reds, purples, fingerlings, yellows, whites & petites... So many delicious possibilities!
- 7 HG Lisa's favorite way to eat a potato? Twice-baked, stuffed with light cheese and veggies... YUM!
- 8 Potatoes are ALWAYS in season. Put 'em on your grocery list today...

Distributed September 19th

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Dedicated Email Sponsorship (continued)



HG's Mashie-Topped Meatloaf Cupcakes

Have **TWO** for 280 calories and 6.5g fat!

CLICK FOR THE RECIPE!

Hungry for More?

- Like Potatoes, Taters and Spuds on Facebook! →
- Follow the US Potato Board on Pinterest! →
- Check out Potatoes, Goodness Unearthed on YouTube! →
- For recipes, tips, and more, visit PotatoGoodness.com! →



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Custom Recipes & Photos



Mashie-Topped Meatloaf Cupcakes



Tater Taquitos

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Custom Recipes & Photos



Potato 'n Eggs Bene-chick



Red, White & Blue Kebabs

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Potatoes, Taters and Spuds Facebook Page



The screenshot shows a Facebook page for the "Potatoes, Taters and Spuds - Guilt-Free Recipe Contest". The page features a central promotional graphic with the text "Guilt-Free Potato Goodness Recipe Contest". To the right of the graphic is a call to action: "Like us for a chance to win a trip for two to Los Angeles where you'll shop, meet Hungry Girl Lisa Lillien, and enjoy a special potato lunch at Hungryland, the brand-new Hungry Girl headquarters." Below the graphic, it says "Presented by: UNITED STATES Potato BOARD" and "Our friend Hungry Girl Lisa Lillien will be selecting the winner!". At the bottom of the post, it reads: "This is just for our fans on Facebook. To become a fan and get access, click the Like button above!". The Facebook interface includes a search bar, login fields, and a "Like" button.

Guilt-Free Potato Goodness
Recipe Contest

U.S. Potato Board Partnership



potatogoodness.com website

The screenshot shows the homepage of the website www.potatogoodness.com. The page features a navigation menu with links for Home, Your Feedback, About Us, and Press Room. A search bar is located in the top right corner. The main content area is divided into several sections:

- POTATOES GOODNESS UNEARTHED**: A header section with a green leaf icon and the text "45% Daily Supply of Vitamin C", "Naturally Fat Free", and "Full of Vitamins and Minerals".
- MY POTATOES RECIPES NUTRITION ALL ABOUT POTATOES HOT POTATO NEWS**: A horizontal navigation bar.
- Hungry Girl's Potatoes**: A large featured section with a cartoon illustration of a girl holding a potato. Text includes "Delicious, nutritious and surprisingly guilt-free!" and a "CLICK FOR MORE INFO!" button.
- Weekly Recipe Email**: A section for signing up to receive a new potato recipe each Tuesday.
- MEET A POTATO GROWER**: A section featuring a photo of Keith LaBrie, a 3rd generation potato grower in St. Agatha, Maine.
- Hungry Girl loves potatoes**: A section with a photo of two women and text about online influencers helping America eat better.
- Hungry Girl Agrees: Potatoes Are Delicious and Nutritious!**: A section with text about the US Potato Board launching a recipe contest.
- Research Shows Potatoes Are One of the Best Nutritional Values per Penny**: A section with text about the affordability of fresh vegetables.
- Check Out Our Video Collection!**: A section with a video player icon and text about chefs preparing potato recipes.

Homepage

U.S. Potato Board Partnership



potatogoodness.com website



www.potatogoodness.com/meet-hungry-girl - Meet Hungry Girl! - Potato Goodness

Home Your Feedback About Us Press Room Search for...

POTATOES GOODNESS UNEARTHED
45% Daily Supply of Vitamin C | Naturally Fat Free | Full of Vitamins and Minerals

MY POTATOES RECIPES NUTRITION ALL ABOUT POTATOES HOT POTATO NEWS

Meet Hungry Girl!

Meet Hungry Girl!

Who is Hungry Girl? Lisa Lillien (a.k.a. Hungry Girl) has turned her appetite for better-for-you food finds, recipes, and swaps into a multimedia phenomenon — from a free daily email service with more than 1.2 million subscribers (hungry-girl.com) to a super-successful book series and a hit cooking show that airs on both Food Network and Cooking Channel. Her realistic approach to eating has shown hungry people everywhere that they can eat the foods they crave and still fit into their favorite jeans. Lisa is not a nutritionist, a dietitian, or a doctor. She's just hungry...

"How can you not love potatoes? Potassium, vitamin C, fiber, and just 110 calories in a 5.3-oz. skin-on spud. With many unique colorful types to choose from and so many ways to prepare them, potatoes ROCK!" Hungry Girl Lisa Lillien

Learn More!
View Hungry Girl Recipes
"Top Ate" Reasons to LOVE Potatoes
Sponsored Hungry Girl Potato E-Mail
Hungry Girl Partnership Press Release

What's New

Hungry Girl loves potatoes

Hungry Girl loves potatoes! That's right, one of the top 10 online influencers helping America eat better believes potatoes can be part of a healthful diet. In fact, she's partnered with...

Read More

View Recipes

Guilt-Free
POTATO GOODNESS Recipe Contest
ENTER NOW!

Weekly Recipe Email
Get a new potato recipe each Tuesday. [Sign up!](#)

'Meet Hungry Girl' page

U.S. Potato Board Partnership



potatogoodness.com website



www.potatogoodness.com/hungry-girl/hungry-girl-recipes — Hungry Girl Recipes - Potato Goodness

POTATOES GOODNESS UNEARTHED
45% Daily Supply of Vitamin C | Naturally Fat Free | Full of Vitamins and Minerals

MY POTATOES RECIPES NUTRITION ALL ABOUT POTATOES HOT POTATO NEWS

Hungry Girl > Hungry Girl Recipes

Hungry Girl Recipes

Share +1 Share 34

Hungry Girl Developed Recipes

	Mashie-Topped Meatloaf Cupcakes <i>Appetizer, Side Dish, Main Dish</i> This delicious and nutritious recipe is courtesy of Hungry Girl Lisa Lillien.	
Potato Type	Prep Time	Ready Time
White	25 Minutes	55 Minutes

	Red, White & Blue Kebabs <i>Appetizer, Side Dish</i> This delicious and nutritious recipe is courtesy of Hungry Girl Lisa Lillien.	
Potato Type	Prep Time	Ready Time
Purple	30 Minutes	50 Minutes

	Potato 'n Eggs Bene-chick <i>Breakfast/Brunch</i> This delicious and nutritious recipe is courtesy of Hungry Girl Lisa Lillien.	
Potato Type	Prep Time	Ready Time
Yellow	10 Minutes	40 Minutes

	Tater Taquitos <i>Appetizer, Side Dish</i> This delicious and nutritious recipe is courtesy of Hungry Girl Lisa Lillien.
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[Read More](#)

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Hungry Girl Developed Recipes page

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potatogoodness.com website



www.potatogoodness.com/hungry-girl/top-ate-reasons-to-love-potatoes?wpmp_switcher=desktop — “Top Ate” Reasons to LOVE Potatoes – Potato Goodness

Hungry Girl loves potatoes – Potato Goodness

POTATOES GOODNESS UNEARTHED
45% Daily Supply of Vitamin C | Naturally Fat Free | Full of Vitamins and Minerals

MY POTATOES RECIPES NUTRITION ALL ABOUT POTATOES HOT POTATO NEWS

Home > Hungry Girl > “Top Ate” Reasons to LOVE Potatoes

“Top Ate” Reasons to LOVE Potatoes

Share +1 Share 17

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What's New

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[Read More](#)

[View Recipes](#)

Guilt-Free

POTATO GOODNESS Recipe Contest

ENTER NOW!

Weekly Recipe Email

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'TOP ATE' page

✦ ✦ U.S. Potato Board Partnership



- ➔ Four recipes were developed, one to align with each of the *Seasons of Potatoes*
- ➔ The USPB's message has been featured in 5 Hungry Girl newsletters, representing 6 million impressions
- ➔ A Facebook post promoting the Mashie-Topped Meatloaf Cupcakes recipe was also tweeted. Over 860k Hungry Girl fans were exposed to the message