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Tasteful Selections to offer bite-size lovers a bit of comfort with new campaign

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Find your inspiration with Tasteful Selections bite-size potatoes in the Small-Bite campaign.



"Over the last 12 months, we've enjoyed bringing consumers wellness, happiness, creativity,

adventure and inspiration in a small bite," the company said. "Now that we are nearing the end of 2019, we are ready to bring you Comfort in a Small Bite. With eight new recipes, cooking tips and prizes, Tasteful Selections is bringing comfort back to the kitchen. Indulge in the flavor of each bite-size variety and take comfort in their quick cook times and consistent sizing."

"As we move into the last theme of our Small Bite Campaign, we want to provide comforting recipes and flavors that our consumers can share during the holiday," said RPE Marketing Director Tim Huffcutt. "Offering eight new recipes that are comforting and highly flavorful. These recipes include but are not limited to Roasted Potato Poutine, Mediterranean Pot Roast and Cheesy Potato Fondue."

In this new theme, consumers can win a prize package that help them create comforting recipes for their friends and family. Prizes include a slow cooker, an immersion blender and a 10-piece bake ware set.

"We hope that this campaign has highlighted the versatility and ease of preparation our bite-size potatoes bring to the table," Huffcutt said. "As a perfect way to transition to a new year, we want to close on the truly comforting flavors Tasteful Selections bite-size potatoes provide."

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