



- Advertisement -

Sterman Masser to showcase Side Delights at SEPC's Southern Innovations

September 11, 2023

[Sterman Masser Potato Farms](#) will showcase its premium, newly redesigned Side Delights Petite Potatoes line at both the show and in the New Product Showcase at the Southeast Produce Council's Southern Innovations trade show. This year's event is an opportunity to highlight innovative products that resonate with the post-COVID, return to normal shopping behaviors we see at retail today.

The annual trade show and conference highlight the latest innovations in the fresh produce industry, including new product developments, packaging technology and unique brand approaches. Hitting on all three areas, Masser will showcase the 1.5-pound and three-pound gusset bags of Side Delights Petite potatoes.

Side Delights Petite potatoes are premium U.S. No.1 grade potatoes available in Medley, Red, Yellow, Fingerling, Duo and Purple potatoes. They are non-GMO, pre-washed and consistently sized for fast, even cooking. These thin-skinned potatoes are similar in texture and flavor to larger-size potatoes, with more concentrated flavor and a shorter cooking time. They are ideal for quick cooking in the oven, grill and popular air fryers. They also reduce prep time since they can be prepared and served whole without peeling, slicing or chopping.

The new packaging design boasts contrasting colors between the bag and the potato to brighten the display and invite shopper exploration with a bold, clean, contemporary approach. Side Delights Petite potatoes are available in 1.5-pound and three-pound stand-up gusset bags, various mesh pillow pack sizes, and one-pound netted pouch with wine bottle tag. All packages prominently display the potato type and the pack size for easy consumer shopping.

The global Potato market continues to grow, with an estimated market value of \$9.6 Billion in 2022 that is expected to reach \$11.8 Billion in 2028.

"As consumer demand for potatoes continues to grow and their confidence cooking potatoes grow, we are proud to showcase our innovations again at the Southern Innovations show," said Dave Masser, president of Sterman Masser.

"We are particularly excited about the new product packaging of our petite potatoes and invite attendees to visit us at booth No.503," said Lela Reichart, vice president of marketing of Sterman Masser.

[Print](#)