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The Little Potato Co. spreads a little holiday happiness with new campaign

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[The Little Potato Co.](#) is making the holiday season even brighter with its “A Little Holiday Happiness Is...” campaign. The online and POS sweepstakes will offer numerous chances to win and runs through January.

"As a family-run company we want to make the holiday season a little easier and happier for busy families," said Angela Santiago, CEO and co-founder of The Little Potato Co. "Our Little Holiday Happiness sweepstakes will bring holiday interest to our category, create an engaging experience for our valued consumers, and excitement in store with festive POS materials. It's not just a campaign; it's a celebration of our commitment to creating moments of happiness."

With high food inflation affecting families everywhere, The Little Potato Co. is providing some relief this holiday season with the chance to win \$1,000 in groceries from a choice of retailers. Running now until January 10, 2024, 15 consumers in the United States and 15 in Canada will win. To participate in the sweepstakes, consumers can visit www.thelittleholidayhappiness.com or scan the QR code found on the Little Holiday Happiness point-of-sale materials in stores.

The Little Potato Co. makes getting dinner on the table any night of the week during the busy holiday season a breeze. Little Potatoes come pre-washed, require no peeling, and are small enough that they don't need to be cut, so they allow for less time in the kitchen, and more time spent around the table with friends and family. The Little Potato Co. provides "Little Moments of Happiness" by offering easy-to-prepare Little Potatoes that are designed to add convenience and deliciousness to meals throughout the holiday season.

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