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# THE LITTLE SPRINGTIME



- Advertisement -

**The Little Potato Co. campaign puts a spring in weeknight dinners**

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April 30, 2024

[The Little Potato Co.](#) is putting a little spring in families' meals and pantries with The Little Springtime Campaign and Sweepstakes. The online and in-store sweepstakes will offer numerous chances to win and runs through May 15.

"This is our first ever in-store and online spring campaign and promotion," said Heather Jeffares, vice president of marketing, "We're supporting the campaign with eye-catching, in-store POS and displayers to grab the attention of the consumer and encourage purchase and entry into our sweepstakes."

Warm weather and longer days keep families busy and active in the spring. The Little Potato Co. is offering a way for them to stay fueled up with easy dinner and outdoor meal ideas and a sweepstakes for a chance to win free groceries. Running now until May 15, 10 consumers in the U.S. and 10 consumers in Canada will win \$1,000 in groceries from a choice of retailers. To participate in the sweepstakes, consumers can visit [thelittlespringsweepstakes.com](http://thelittlespringsweepstakes.com) or scan the QR code found on The Little Springtime Campaign and Sweepstakes point-of-sale materials in stores.

The goal of the campaign is to drive awareness and trial among consumers and inspire them to put Little Potatoes from The Little Potato Co. on their shopping list and in their cart, while providing retailers an exciting opportunity to showcase the products. It is supported by eye-catching POS and displayers to drive consumers to purchase in store. It is supported by social media and paid media online to drive consumers to a seasonal section on the website with recipes and spring ideas for family fun.

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