



# Potatoes. Real Food. Real Performance.™

## WHAT ARE YOU EATING?™

### Recipe Sampling Guidelines

Sampling at events is a great way to engage with attendees and have them experience first-hand just how delicious and easy it can be to incorporate potatoes into their training regimen.

There are a few things to keep in mind while planning sampling at an event:

- **Utilize event catering.** Often, events will provide their own catering company. In these situations, it is recommended to reach out the catering contact with your recipes and desired quantities initially, to make sure it is possible and to confirm budget. If the event staff does not provide a recommended catering company, consider contacting [Donna](#) from [Kitchen Consultants](#) who can connect your organization with caterers and food stylists across the country.
- **Choose large batch recipes.** Choose recipes that are easily made in large batches and hold well for an extended period of time. Suggested recipes include: [Potato Energy Bites](#), [Red Velvet Muffins](#), and even simple roasted and salted potatoes.
- **Order the appropriate amount of food.** Quantities can vary greatly per event. A good rule of thumb is to order samples for 1/4 of the number of total attendees. Request catering staff to drop off samples in batches throughout the day, to ensure fresh samples are available at all times. You don't want to be the booth that runs out!
- **Include in your event budget.** Keep in mind, sampling can get very pricey. Be sure to get all estimates up front and work them into your event budget.