



## **BOOTH'S CASE STUDY**

### **Dug Today Potatoes**

True freshness is fundamental to taste. During June 2005 Booths launched a 'dug-today' new potato. This started as a whim – “why can't we sell new potatoes that taste as good as if you had grown them your self? You know, just like the ones from your grandad's allotment.” When our fresh produce buyer mentioned this to Graham at Sharrocks (our distributor) and Sean (our grower) in the village pub at Holmes near Tarleton they must have thought he was mad! But it worked. Sean harvested the potatoes at 1am straight off the harvester into plastic crates, Sharrocks collected them on the field headland at 3am and took them to the distribution centre in Preston. By 5am they were loaded onto the lorries, delivered to store by 7am and for sale as the doors opened at 8.30am. Booths arranged a sale or return basis to ensure the promise was delivered daily, but we nearly always sold out. In simple terms we sold twice as many spuds. A classic win-win-win for all involved. Sean was worn out after three weeks of this but we hear he bought his mum a new kitchen and took the family to Disneyland! Oh, and by the way, the potatoes tasted wonderful.