



White's Speedicook Ltd

Ambient

Background

White's is one of Ireland's oldest brands. It has been milling oats on the original site in Tandragee, County Armagh since 1841. With 180 years' experience and expertise and a passion for locally sourcing and milling oats, you're sure to taste the difference our time and dedication brings.

White's is part of a local farmer's co-operative and works with a network of 30 local arable growers, some of whom have been supplying White's with oats for generations. It is the strength of these partnerships with local farmers that allow White's to continually produce quality award winning porridge oats and granolas.

The White's milling process is unique in that it gives the oats a special character in terms of its taste and texture, delivering a distinctively nutty texture and creamy taste.

White's porridge oats and oat based cereals have won numerous Great Taste Awards from the Guild of Fine Food over several consecutive years within the luxury breakfast cereal category and in 2019 was crowned the UK Best Breakfast Cereal for its Organic Jumbo Oats in 2019

Product Range

Speedicook Porridge Oats 1.5Kg, 750g,

Organic Jumbo Oats 750g,

Organic Fine Oats 750g,

Toat'ly Oaty Instant Jumbo Oat Sachets Original 300g,

Toat'ly Oaty Instant Jumbo Oat Sachets Apple & Cinnamon 240g,

Toat'ly Oaty Instant Jumbo Oat Sachets Wild Fruit 240g,
Toat'ly Oaty Instant Jumbo Oat Sachets with added Multi Seeds 280g,
White's Wafer Oats 500g,
Toasted Oats Apple & Cinnamon Crunch 500g, Toasted Oats Wild Fruit Crunch 500g,
Toasted Oats Strawberry & Banana crunch 500g,
White's Granola with Apple, Cranberry & Raspberry 450g,
White's Granola with Hazelnut, Almonds & Honey 450g,
White's Oat Bran Extra Fine Cut 500g,
White's Oat Bran Medium Cut 500g,
White's ActivOat with High Protein 240g (microwaveable sachets),
White's ActivOat with High Fibre 240g (microwaveable sachets),
White's 'Four Seed Goodness' – 100% organic oat muesli 450g,
White's 'Fruit & Nut Goodness' – 100% organic oat muesli 450g.

Customers

Multiples
Symbol Groups
Independents
Ocado

White's exports to Spain, Malta, China, Malaysia, Singapore, Indonesia, Russia, UAE and USA.

Accreditations

- BRC Grade AA Accreditation
- Organic Soil Association
- Kosher Certified
- Winner of Chartered Institute of Marketing Ireland (CIM) 'Marketing with Impact within Food & Drink'

- ANI Awards 2017 White's Oats awarded Silver for Best TV Advert
- Best Product/Brand Relaunch (Ulster Grocer Marketing Awards 2015)

Awards held

- Irish Quality Food Awards 2023: Bronze for White's Speedicook Organic Porridge Oats produced for Aldi.
- Blas na h'Eireann Awards 2022: Gold award for White's Speedicook Organic Wafer Oats & Silver Award for Tesco Irish Oats
- Blas na h'Eireann Awards 2021: Silver award for Tesco Apple and Cinnamon Instant Porridge Irish Oats & Bronze for Tesco Porridge Oats
- UK Quality Food and Drink Awards 2019: Jumbo Organic Oats winner of the Breakfast Product category
- Great Taste Awards 2019: one Gold Star awarded to White's Organic Jumbo Oatflakes, White's Toat'ly Oaty Original Porridge, White's Speedicook Porridge Oats and White's Oat bran medium cut.
- Irish Quality Food & Drink Awards 2018: Winner of the Cereals & Porridge category for Aldi Kavanagh's Organic Porridge

- Irish Quality Food & Drink Awards 2017: Aldi Kavanagh's Organic Porridge Oats Winner of the Cereals - Porridge category & Lidl Deluxe Organic Wafer Oats commended in Cereals - Porridge category
- Great Taste Awards 2017: One Gold Star each for Whites Jumbo Organic Oats, Speedicook Porridge Oats, White's Toat'ly Oaty - Apple & Cinnamon, White's Granola - Apple, Cranberry & Raspberry

Contact this supplier

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