

# Mash Direct

Chilled Fresh

## Background

Mash Direct Ltd is a unique award-winning and family-owned Farming Enterprise formed in 2004 and located close to the shores of Strangford Lough in County Down, Northern Ireland. It comprises of a traditional farm and a state-of-the-art food production facility.

After careful analysis of current market trends, changes in eating habits and lifestyle patterns, Company owners, Martin and Tracy Hamilton decided to diversify within their wholesale vegetable farming business by adding value to their produce.

Mash Direct is the now the leading UK brand, offering an innovative range of high quality, convenient mashed root vegetable, potato, cabbage and other quality vegetable products with the taste and texture of good homemade food.

The vegetables are grown, steam-cooked and packaged on the farm and are free from artificial additives, preservatives and colourings. They offer consumers a range of totally natural and nourishing food products that are low in salt, 100% gluten free and provide a good source of dietary fibre. Mash Direct products are supplied both chilled and frozen and are suitable for microwave or oven heating.

## Product Range

Potato Dishes:

Mashed Potato

Champ

Colcannon

Bubble and Squeak

Cheesy Mash

Roast Potatoes

Salt and Chilli Wedges

Creamy Garlic Potatoes

Southern Fried Potatoes

Potato Cakes

Potato Rosti

Dauphinoise Potato

Chilli Baby Bakes

Sweet Potato Fries

Skinny Fries

Veg Bakes:

Crispy Vegetable Bakes

Vegetable Dishes:

Mashed Turnip

Carrot and Parsnip

Mashed Swede  
Carrot, Parsnip and Turnip  
Carrot and Parsnip Fries  
Cauliflower Cheese Gratin  
Broccoli with a Cheese Sauce  
Cabbage Bake  
Red Cabbage and Beetroot  
Green Cabbage

Veg Bites:  
Cauliflower Bites

Croquettes:  
Potato Croquettes  
Potato, Cheese and Onion Croquettes

Beer Battered:  
Beer Battered Onion Rings  
Beer Battered Chips  
Curry Chips

Salad Pots:  
Homestyle Coleslaw  
Coronation Coleslaw  
Home Style Potato Salad

Seasonal:  
Burns Bites  
Brussels Sprouts  
Neeps & Tatties  
Shredded Duck Bites  
Stuffing Bites  
Ham and Cheese Bites  
Honey Glazed Parsnips  
Roasted Root Vegetables

Vegan Range:  
Mashed Potato (vegan)  
Carrot and Swede (vegan)  
Mashed Turnip (vegan)

## **Customers**

Our Main Retail Customers include:  
Ireland: Dunnes, Spar Henderson, Londis, Nisa, Co-Op, Musgrave Retail Partners Supervalu, Centra, Mace, Tesco, ASDA, Sainsburys and local independents.

Scotland: Spar, Co-Op, Whole Foods, Asda, Tesco, Sainsbury's, Waitrose and local independents.

UK: Waitrose, Morrisons, Spar, ASDA, Ocado, Shoprite, Booths, Budgens, Nisa, Iceland, Amazon Fresh and local independents.

USA: Balducci and Shoprite stores in New York and New Jersey, USA.

Europe: We have supplied Swedish supermarkets and continue to look for opportunities to supply mainland Europe and beyond.

United Arab Emirates: Contract for 10 lines with Spinneys, the Middle East's premium supermarket chain.

## Accreditations

- Shortlisted in the Food Manufacture Excellence Awards 2020 in the category of Fresh & Dairy Manufacturing Company of the Year
- Grade A+ BRC Global Standard (Level 6)
- Gluten Free accreditation
- Nineteen products have been approved by the Vegetarian Society
- Listed in the Bridgestone Irish Food Guide, 2011, 2010, 2009 and 2008
- NSF CMI
- Red Tractor Assurance - Fresh Produce Standards

## Awards held

- Great Taste Awards 2024
  - Mash Direct - Mashed Potato - 1 Star
  - Mash Direct - Carrot & Parsnip - 1 Star
- Blas na h'Eireann 2023 (Irish Food Awards)
  - Mash Direct Direct Beer Battered Onion Rings – Gold for Beer Battered Onion Rings in the Ready Meals & Prepared Foods (Hot) Vegetarian category

- Great Taste Awards 2023
  - Mash Direct Direct Beer Battered Onion Rings – 1 Star
  - Mash Direct Beer Battered Chips – 1 Star

Mash Direct Beer Battered Onion Rings

- Great Taste Awards 2022
  - . Beer Battered Onion Rings - 1 Star
  - . Champ - 1 Star
  - . Chilli Baby Bakes - 1 Star
  - . Skinny Fries - 1 Star
- Rural Business Awards 2021
  - Regional winner of the Best Rural Food and Drink Business of the Year in Wales and Northern Ireland sponsored by Amazon.
- Great Taste Awards 2021
  - Mash Direct Green Cabbage – 1 Star
  - Mash Direct Mashed Potato - 1 Star
  - Mash Direct Mashed Turnip – 1 Star
- UK FreeFrom Food Awards 2021
  - Silver award for Mash Direct Cabbage Bake in the Ready Meals category

## Contact this supplier

- **Martin & Tracy Hamilton**

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## Image Gallery

   