



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

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Image Gallery



