

# Wilson's Country

Chilled Fresh

## Background

Wilson's Country was established in the mid 1980's at Angus Wilson's family farm in Richhill County Armagh and is now the leading potato brand in Ireland.

The company's commitment to innovation and marketing has positioned the business as one of the leaders in the industry, supplying many retailers own label in addition to their branded pre-pack potatoes, peeled potatoes and the 'You Say Potato' convenience range.

The pre-packed potatoes are produced for the retail and wholesale trade whilst the peeled potatoes are available for the wholesale, food processing and catering industry across Ireland. We offer a full retail range of local Irish varieties, when in season, and our foodservice offer includes peeled potatoes, fresh chips, diced, sliced, parmentier, parisienne and many other bespoke products.

Our new convenience range offers fresh cut chips, whole peeled potatoes (microwaveable) and innovative new pre cooked and added value products such as spicy wedges, sweet potato chips and garlic & herb diced potatoes which cook in 15 minutes and flavoured potatoes in convenient microwave pouches - Tomato & Basil and Garlic & Herb - which cook in just 3 1/2 minutes - true innovation in a traditional category.

## Product Range

Fresh Food:

- Pre-packed fresh potatoes
- Microwaveable fresh potatoes
- Fresh cut chips in retail pouches
- Whole peeled potatoes in micro pouches
- Peeled potatoes
- Foodservice packs – chips, wedges, diced etc
- Convenience pre cooked packs for oven
- Convenience pre cooked packs for microwave

## Customers

- Tesco NI
- Asda
- Supervalu NI
- Spar NI
- Coop
- Sainsburys NI
- Dunnes NI
- Dunnes ROI
- Supervalu ROI
- Pallas Foods

Total Produce foodservice  
Get Fresh  
Northdown  
Limerick fruit  
Other wholesale distributors

## Accreditations

- Grade AA, BRC Global standard.

## Awards held

- NIFDA Awards 2024: Best New Product, Medium Company sponsored by firmus energy, awarded to Wilson's Country Mashed Potatoes
- The Consumer Council NI Water Champions Award 2014
- UTV Business EYE Agri-business Innovation Award 2014

## Contact this supplier

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## Image Gallery

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