

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

- **Joanne Weir**

25 Carn Road
Carn Industrial Estate
Craigavon
County Armagh
BT63 5WG
Northern Ireland
[+44 \(0\) 28 3839 1029](tel:+442838391029)
[+44 \(0\) 75 2566 8071](tel:+442838391029)
joanne.weir@wilsonscountry.com

Image Gallery

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