

Britain's favourite fresh produce magazine since 1895



By Fred Searle

Friday 12th July 2019, 16:24 GMT

Mash launches BBQ salads

Northern Irish prepared specialist develops 'home style' potato salad and coleslaw products to go with summer BBQs



Mash Direct has launched a new range of crunchy 'home style' salads to accompany BBQs this summer.

The range, which will retail in Northern Ireland, consists of two products: a Home Style Potato Salad (also containing spring onion, parsley and mint) and a Home Style Coleslaw (containing red and white cabbage, carrot and spring onion).

Sales director Lance Hamilton said: "Creating this new range has been a very exciting journey for everyone at the farm. We wanted to explore a gap in the market and create a premium salad range with a fresh and bold mix of vegetables with extra crunch.

"Our salad range offers consumers a perfect accompaniment for the BBQ season. We are very excited about this launch and can't wait for customers to try them."

Each product will retail at £1.50 and will be available at Sainsbury's, Spar, Eurospar, Vivo, Supervalu, Centra, Mace and Nisa, as well as independents across Northern Ireland.