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By Michael Barker

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Nationwide and Bartlett in new supply partnership



Tie-up sees new range of Albert Bartlett-branded potatoes sold into the foodservice sector

Nationwide Produce has agreed an exclusive partnership with Albert Bartlett to sell a new range of 'Albert Bartlett Chef Signature' potatoes into non-retail outlets including foodservice, catering and wholesale.

While the potatoes will be marketed through Nationwide into its traditional customer base, the ultimate customer will be chefs, according to the company.

"We expect that these potatoes will very soon become a favourite among chefs, and that they will be asking for them by name," said Nationwide group managing director Tim O'Malley. "Quite simply they will deliver a level of taste, consistency and quality which hasn't been seen before and will make their lives so much easier.

"The Albert Bartlett brand has been pioneering for consumers and we anticipate that this partnership will do the same in the non-retail sector."

Launch activity for the range will include a competition for chefs run in conjunction with Michel Roux Jr. Chefs will be invited to upload their recipes using the Albert Bartlett Chef Signature range to social media. The prize for the best entry will be a meal for two at Le Gavroche together with an overnight stay in London.

There will be four branded products initially offered: Albert Bartlett Rooster; Brushed Albert Bartlett Rooster Chipping Potatoes; Albert Bartlett Elfe; and Albert Bartlett Alexandra, which is a new premium, yellow-fleshed Mediterranean-style salad potato.

Michael Jarvis, head of marketing for Albert Bartlett, said: "We have been providing top-quality produce since 1948 and pride ourselves on our delicious potatoes. Albert Bartlett is an independent, family-owned company and all of the packs in the Chefs range carry the signature of Alex, great-grandson of our founder. We are delighted to be partnering with Nationwide and are confident that the country's chefs will be impressed with our products."