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By Fred
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Wilson's Country celebrates Scottish award win

Northern Irish potato supplier picks up UK supplier prize in Scottish Retail Food & Drink Awards for its range of fresh-cut chips

A commitment to innovation has paid off for Wilson's Country, courtesy of a prize win at the inaugural Scottish Retail Food & Drink Awards.

The Northern Irish potato business won the UK Supplier Award for Ready Meals and Accompaniments with its 'You Say Potato' range of fresh-cut chips.

Wilson's sales and marketing manager Joanne Weir said: "The award reflects our growing presence on the GB market with a value-added product range that meets consumers' growing demand for freshness, taste and convenience options, where potatoes are concerned."

She added: "The 'You Say Potato' range is simply fresh potatoes, pre-prepared for you. We carefully choose the best varieties to give the best results, every time you cook them.

presence on the GB market and will provide the base from which further sales' growth can be achieved."

The Scottish Retail Food & Drink Awards celebrate the wide array of quality food and drink products available across retailers in Scotland.

Scottish Retail Food and Drink Awards director Antony Begley said: "We were delighted to see so many fantastic food and drink producers take part in the awards which have one very simple goal: to get more of the UK's fantastic food and drink products onto more Scottish retail shelves."

He added: "The Scottish Retail Food and Drink Awards were created not only to help producers secure listings but to help retailers unearth fantastic products to stock in their stores.

"With interest in locally, regionally and



Joanne Weir of Wilson's Country shows off products from the You Say Potato range

higher than ever among Scottish retailers and consumers, this is a fantastic time to win a Scottish Retail Food and Drink Award. I would like to congratulate all of the winners on their brilliant achievement."

'You Say Potato' is the convenience brand from Wilson's Country. The ready-to-cook range comprises freshly cut chips, skinny chips, diced potatoes, peeled potatoes and microwaveable baby potatoes with flavoured butter.

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“The award further consolidates our

nationally sourced products arguably

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