



**Innovation**

They work closely with seed houses to identify new varieties that work well for both the grower and end user. They introduced both Ramos and Markies to the chipping sector! They can guarantee you a potato to suit your taste 52 weeks of the year. No other supplier in the UK stocks such a wide variety of chipping potatoes.

**Quality**

Every load of fresh potatoes that they collect from a farm is tested for: Peeling quality and yield, size, fry quality and appearance, taste and texture. Ultimately, they look for potatoes that produce a good yield as well as providing a delicious golden chip.

**Nick - Foleys Fish Bar, Kidderminster.**

We have got three shops and have a few years of great service from Mitchells. We are on a contract; the quality is great & any issues are sorted out the same day. They have so many varieties to choose from plus they make up to three drops a week to me. The service from Stuart is so good- very hands on



**Darren - Taylors Traditional Fish and Chips, Penygraig, Tonypandy.**

We have had over ten years with Mitchells, with never any problems. They have lots of varieties, if there is the odd problem, they change them. Always delivered on time, at a fair price. They use the best farmers, and offer great advice on what to order at the right time



# Maximum

# Commitment!

## Mitchell's Excellent Service & Dedication to Frying Potatoes



**M**itchell's is the UK's fastest growing and largest wholesale merchant for chipping potatoes in the UK. They are a family owned and managed business who take great pleasure in providing both quality potatoes and an efficient service.

They delivery daily to fish and chip shops, fast food takeaways, pubs, fish restaurants and wholesalers across England and Wales.

**History**

Mitchell Potatoes have a long history dating back to the 1800's of both growing and selling potatoes. A fifth-generation business their distribution area has grown substantially over the last twenty years. Originally Robert Mitchell and his family arrived from his farm in Scotland and started to grow and sell potatoes in Warwickshire in 1883! In recent years, the company

is operated by Robert's Great Great Grand Children David, Stuart, and Angus Mitchell.

**Farmers**

They work closely with selected growers from grade one growing areas, who use certified seeds. This results in ever increasing quality. They purchase potatoes throughout the UK, taking advantage of different growing regions throughout the year to keep a consistent quality standard.

All their growers operate their farms to Assured Produce Scheme standards and are APS registered and independently audited. The result is safe food, with produce traceability, accountability, and safe use and application of herbicides and pesticides.

Potatoes are predominantly sourced from Cambridgeshire and Lincolnshire. These potatoes have been stored in temperature-controlled box stores to help keep them firm with consistent fry colours.

**Areas**

They are working hard to continually expand their distribution coverage. They currently cover:

- The Midlands
- London & greater London
- The Home Counties
- South East of England
- South West of England
- South coast of England
- South Wales

To see if they can supply you please check on [www.mitchells-potatoes.co.uk](http://www.mitchells-potatoes.co.uk) or call 01926 633323.

**Chip Shops**

Mitchells deal with over one thousand fish and chip shops. Here is what a few of them say about their service

**Theo - Jolly Fryer, Kirkby in Ashfield.**

We have had potatoes from Mitchells for over ten years. Their quality makes them the no1 merchant, the real deal. I am the most passionate chip boy in the world, and the proof is in the pudding, they are 100% behind my business



**James - Berties Fish Bar, Lyndhurst**

We changed to Mitchells three years ago. They go out of their way to keep us happy. They have never put a foot wrong. I am on contract paying a fair price all year. I am now starting a second shop and will have them there too. I like a yellow flesh on the chip in our restaurant, and they always supply what is best for me.

**Contact them today FOR A FREE SAMPLE**

Call: 01926 633 323  
Email: [info@mitchells-potatoes.co.uk](mailto:info@mitchells-potatoes.co.uk)  
[www.mitchells-potatoes.co.uk/](http://www.mitchells-potatoes.co.uk/)

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