

# Capitalising on a gap in the market

Although Scotts Crispy Onions are a relatively new player to the marketplace, they have a rich heritage on which they are now building a growing business across Northern Ireland.

Scotts Crispy Onions are produced in Coleraine, as part of the locally renowned, 60 year old family owned and run business, Sydney B Scott & Sons, which supplies the retail and catering sector in Northern Ireland with fresh fruit & vegetables. In addition to offering an extensive range of quality loose produce, it also hand prepares and packs onsite for its catering and retail customers.

It all started with Sydney Scott literally getting on his bike and delivering household supplies around the local area from morning 'til night. In 1955 with a borrowed lorry, Sydney

ventured out with his first load of fresh fruit and vegetables. Early 3am starts to go to market and long days filled with over 60 deliveries single handed before returning late the same evening to get ready for the next day have produced the dedicated work ethic that permeates the company to this day. With three generations of the Scott family now working together, the company employs approximately 60 staff and a fleet of vehicles delivering throughout Northern Ireland.

Today Scotts Crispy Onions operates in its own purpose-built premises onsite, with 12



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## M&L : Scotts Crispy Onions



Production Staff, two Accounts/ Admin, two Sales Representatives plus Business Development Manager/Owner, supplying on average 18,500 units per week to the retail and catering industries throughout Ireland.

Crispy Onions, or perhaps more traditionally known as 'Tobacco Onions', are finely sliced fresh onion, cooked in rapeseed oil in a seasoned flour coating and can be used as a side or topping to spice up steak, fish, chicken, burgers, stir fries, hot dogs, wraps, baked potatoes, salads, soups etc.

A dedicated focus on perfecting and developing the product, a commitment to supplying a product and service of a

consistently high standard and an emphasis on maintaining an up to date and effective production environment, has resulted in steady growth in terms of turnover, employment and the product itself, which has evolved into a unique flavoured range of ready to reheat crispy onions comprising:

- 90g retail packs of Original, Steak, Sweet Chilli & Smokey Bacon flavours;
- 1.6kg and 400g catering packs;
- recently launched ready to eat Chinese Salt n Chilli 35g snack pack.

To maintain the momentum of the business, last year the company underwent a significant

rebranding process, whilst earlier this year it launched a new Salt n Chilli Snack Pack and new packaging and labelling for retail packs.

"Over the past five years, since its inception, having been introduced as an 'add on' product to existing fruit & vegetable customers, Scotts Crispy Onions has established a strong presence in the market by developing its own valued partnerships with 90 per cent of crispy onion sales now being generated from Scotts Crispy Onions' own customer base," explains Richard Scott, Owner. "We supply directly into butchers and retail outlets through our own van sales plus

distribution through all major retail and catering groups plus independent wholesalers: available in Spar, Eurospar, Vivo, Mace, Centra, Supervalu, Today's Local, Nisa & Costcutter stores in N Ireland; in Republic of Ireland, Spar, Eurospar, Mace, Londis, XL Stop & Shop plus Supervalu and Centra stores, packed under own brand. Supply to the catering industry sees Scotts Crispy Onions being served in deli counters, cafes, restaurants and hotels throughout Ireland."

Following the rebrand and with the additions to the product range, Scotts Crispy Onions is well placed to build its business further in 2018 and beyond.

E: [info@gfoils.co.uk](mailto:info@gfoils.co.uk)  
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