
Country Crest lands a €62.5m deal with Tesco Ireland

Dublin-based food business Country Crest has signed a deal to supply the supermarket chain with 36,000 tonnes annually of own-brand food until September 2022.

[Country Crest](#) and Tesco Ireland have confirmed the supply of potatoes, onions and sweet potatoes to all Tesco stores nationwide and for online shopping in a two-and-a-half-year contract worth €62.5 million.

The Dublin-based food business, run by brothers Michael and Gabriel Hoey, has partnered with Tesco for 20 years and has signed a deal to supply the supermarket chain with 36,000 tonnes annually of own-brand food until September 2022.

The North County Dublin vegetable grower, which employs more than 120 people, also sources directly from a further 50 farming families across Ireland, and it is thought that this will be a massive boost to them during these uncertain times.

Commenting on the deal, Gabriel Hoey said: “We are delighted to be able to extend and further strengthen our supply partnership with Tesco Ireland.

A boost for framing families

“This offers our business, our work colleagues and our network of professional growers some very welcome security into the future.”



Tesco Ireland has been keen to highlight efforts the company has made to support Irish food suppliers since the Covid-19 crisis spawned a liquidity crisis for Irish SMEs last month.

“While the Covid-19 pandemic has been challenging for everyone, the team at Country Crest have worked hard to react to the increase in demand for potatoes,” said Joe Manning, commercial director at Tesco Ireland.

“The dry weather of late means that planting and sowing has gone well, and new-season crops are on target. This should see us deliver new-season Irish potatoes to stores and online by mid-late May.”

Tesco Ireland play an important role in supporting food suppliers, working with 480 Irish food producers across the country.

By Stephen Larkin

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