

OUR HISTORY

Albert Bartlett was founded in 1946 by Albert Bartlett Sr., who had a passion for growing the perfect potato. He began growing potatoes on a small farm in Scotland and quickly became known for his high-quality, flavorful potatoes. As the demand for his potatoes grew, he expanded his farm and began supplying potatoes to local grocery stores and restaurants.

Over the years, Albert Bartlett has grown to become one of the largest potato growers in the UK, supplying potatoes to supermarkets and foodservice companies across the country. We've also expanded our product line to include a variety of different types of potatoes, including Rooster, Maris Piper, and King Edward.

1948

Albert Bartlett & Sons begins supplying beetroot to local stores.

Having invested £30 in an old water boiler and cast iron bath, Albert began boiling and packing beetroot in a garden shed outside his Coatbridge home.



1950's

Company begins to supply beetroot to the Glasgow Fruit Market.

1957 saw our expansion into a local bakery site, on Airdrie's Watt Street. A year later, Albert's son Alex made his first visit to Chatteris, to purchase carrots from the Barnes family. We went on to become the first company in Britain to pack carrots into a 'poly' bag.

1960's

The company develops and expands its existing factory and takes on new premises.

In 1962 Albert Bartlett & Sons (Airdrie) Ltd was established with Alex and his brother Jimmy also becoming directors. In 1964 a new factory replaced the old bakery on Watt Street. In 1967 we bought premises and land in Lesley, Fife, and we began washing potatoes prior to packing them. In 1968 the Barnes operation in Chatteris was purchased.



1970's

A major investment in East Anglia saw the company selling a wider range of root vegetables.

By the time that the 70s arrived, the acquisition of Chatteris was already paying dividends with parsnips and onions firmly established as part of our range of fresh produce. We began to supply supermarket chains most notably Galbraith & Templeton (Allied Suppliers), later becoming Presto then Safeway.



1980's

A new generation of Bartletts takes over the running of the company.

Alan Bartlett moves down to Chatteris after seeing its potential, leaving younger brothers Douglas, Ronnie and cousin David to run the Airdrie operation.



1990's



As business booms, the production facility at Watt street was extended and developed.

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2002

New 'state of the art' premises to be constructed on Stirling Road, Airdrie a short distance from the Watt Street plant.

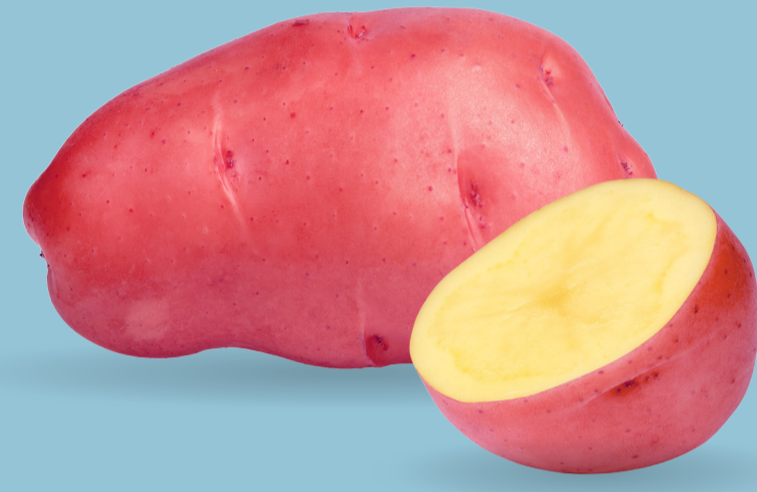
The company embarks upon its most adventurous development; the creation of what is widely regarded as Europe's most advanced washing, grading and packing facility. Widely recognised as the best in the industry, it represents a model of environmental protection and sustainability.



2003-2005

Launch of the Albert Bartlett Rooster, the UK's first branded fresh potato.

The company launches this red-skinned all rounder with packs featuring Michelin starred chef Andrew Fairlie, who was soon joined by Michel Roux Jnr of London's famous Le Gavroche. In a comparatively short time it has risen to become Ireland's top selling variety and its versatility and delicious taste immediately earn it 'uber-tuber' status.



2006

The Albert Bartlett Rooster becomes the first vegetable brand advertised on TV.

Following a successful sponsorship programme featuring recipe tips on the satellite channel UK TV FOOD, our star spud features in our 'Potato Game' advertisement. It becomes the very first fresh vegetable brand to be advertised on ITV. This was supported by a national advertising press campaign.



Albert Bartlett purchases Lincolnshire-based 'Naturally Best Potatoes'.

This acquisition widens the company's grower base in the south of the UK and extends its packing and distribution. We also acquired the rights to the outstandingly successful Vivaldi and Anya varieties.



2008

We begin construction of a 'state of the art' packhouse outside St Helier to handle the famous Jersey Royal.

This multi-million investment enables these much prized, early crop potatoes to be washed, hydro cooled and packed within hours of being harvested, enabling them to reach the customer sooner and fresher than ever before.

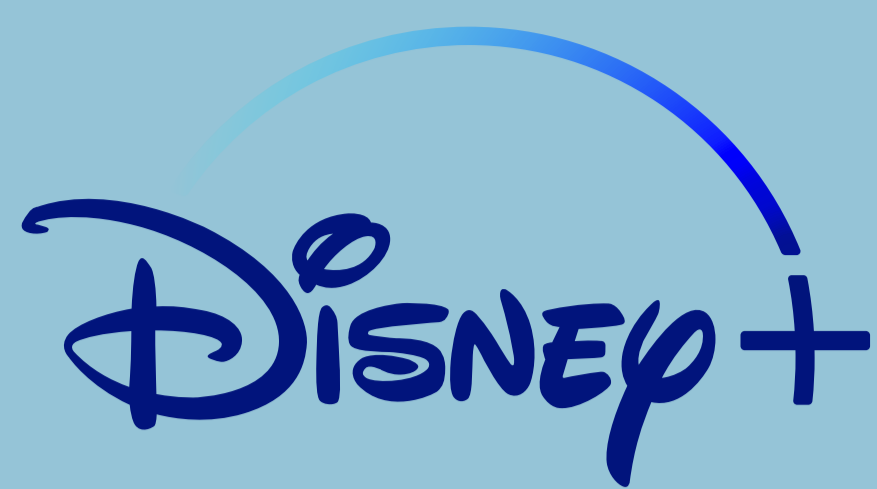


2009

Marcia Cross signed up to promote the Albert Bartlett Rooster brand on TV.

Our second commercial for the Rooster featured TV star Marcia Cross. Filmed on location in Los Angeles, 'Theatrical Agent' helped the Rooster become a household name. Marcia and her agent follow up their success with 'Go Red' our 2010 commercial that, like its predecessor runs on both satellite and terrestrial TV.





2010

A new partnership and two new potatoes.

Spring saw us teaming up with Disney with a TV advertised on pack promotion offering a chance to attend the world premier of Toy Story 3 and visit the original Disneyland in California. In October we launched the Albert Bartlett Apache and Purple Majesty, the latter being the first purple potato to be widely available in the UK.

2011

Albert Bartlett launches in the Netherlands.

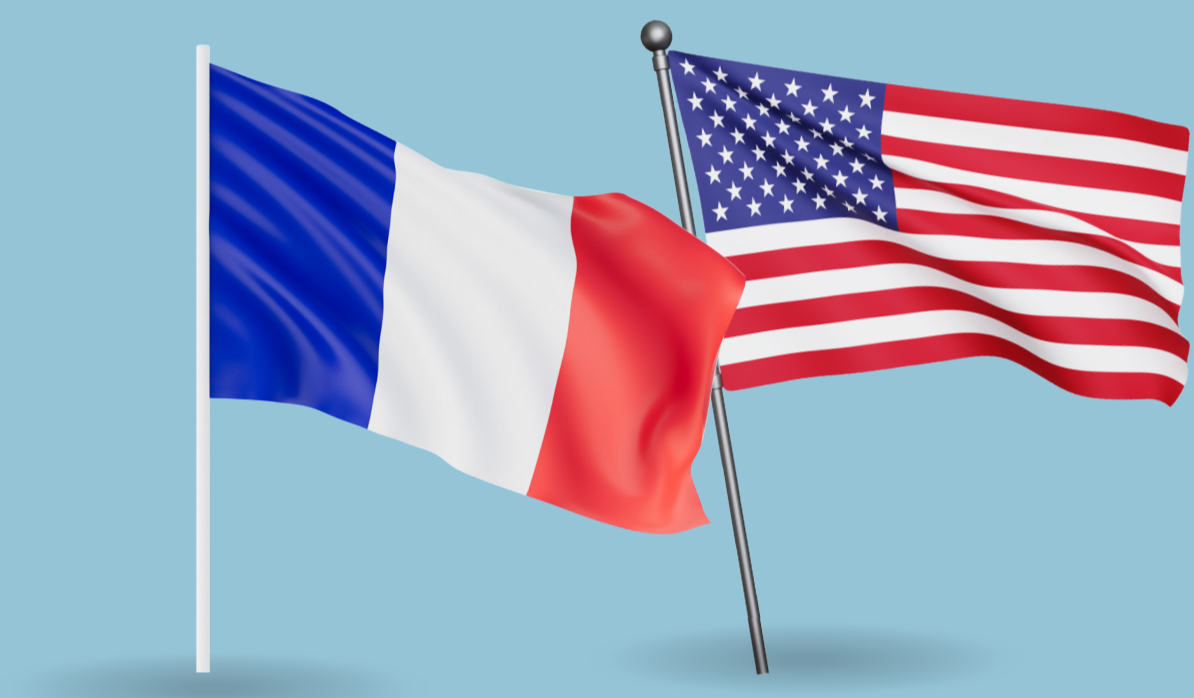
We successfully launched Albert Bartlett Rooster Potatoes in the Netherlands. Suitably encouraged, we undertook feasibility studies and partnership discussions in France, Sweden, Poland, Spain and the Czech Republic as well as Australia and New Zealand.



2012

Albert Bartlett expands into France and the U.S.A.

France followed in the Netherlands footsteps. The American launch of the Rooster brand is also well advanced. A headquarters has been established in the city of Denver and the brand's initial launch is scheduled for the Autumn. Meanwhile in Britain we launched an American style Russet Potato!



2015

Frozen factory (Westwick) opened

In 2015, Albert Bartlett opened a new frozen factory in Westwick, allowing the company to expand their product offerings and provide customers with even more high-quality, frozen potatoes.



The Scottish Business Awards – Green Business of the Year –

In 2015, Albert Bartlett was awarded the Green Business of the Year at the Scottish Business Awards, recognising the company's commitment to sustainable farming practices and environmental stewardship.



2017

They Do More Campaign

Albert Bartlett launched the "They Do More" campaign, highlighting the company's commitment to doing more than just growing great potatoes. The campaign showcased the company's efforts to support local communities and promote sustainable farming practices.



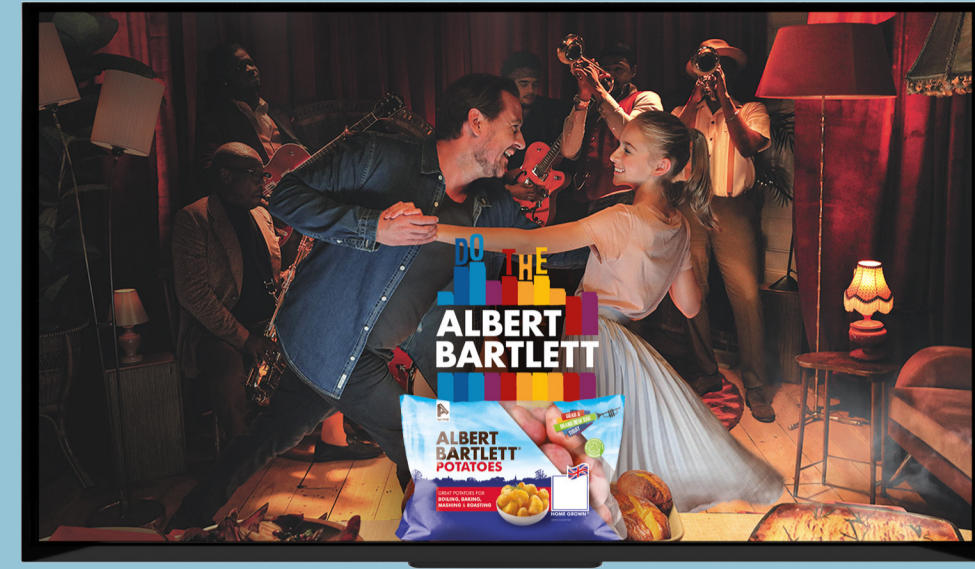
2018

Chilled factory opened

Albert Bartlett opened a new chilled factory, allowing the company to expand their product offerings and provide customers with even more high-quality, chilled potatoes.



2019



Do the Albert Bartlett

Albert Bartlett launched the "Do the Albert Bartlett" campaign, encouraging customers to try new and exciting recipes using their high-quality potatoes.

2021

Do The Extraordinary

Albert Bartlett launched the "Do the Extraordinary" campaign, highlighting the company's commitment to providing customers with extraordinary quality potatoes and encouraging customers to try new and exciting recipes.



2022

5 Million meals donated to Fareshare during covid

Albert Bartlett donated 5 million meals to Fareshare during the Covid-19 pandemic to support vulnerable people in the community. The company's commitment to providing healthy, locally-grown food to those in need was a shining example of their dedication to doing more than just growing potatoes.



THANK YOU

