



I'm a nutritional goldmine.

I provide a wealth of healthy nutrients as well as high quality fuel to power your body. Count me as one serving towards your 5+ A Day total.

Fibre rich

Leaving the skins on provides a great source of fibre.

Virtually fat free

So please keep me that way when you cook me.

Carbohydrates for sustained energy

The big advantage of getting your carbohydrates from potatoes rather than pasta, rice or bread, is that you also get so many other vital nutrients.

Antioxidants for your protection

Potatoes contain Vitamin C and phenolic compounds, strong antioxidants which offer protection against some diseases.

Rich in minerals

A balanced source of minerals for a balanced healthy diet, particularly potassium, iron and magnesium. Low in sodium.

Bursting with Vitamin C

A medium sized potato can supply nearly half of your recommended daily intake of Vitamin C. In fact kiwis eat so many potatoes they get around 30% of all their Vitamin C from potatoes!

Valuable for B group vitamins

Including B6, thiamin and niacin.



Pick the Tick

All fresh potatoes get the Tick. Use ingredients which are lower in fat and salt.

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