

OHH![®]
Potato

EACH POTATO HAS
IT'S OWN STORY!





Our Story

At **Ohh! Potato**, we believe Each Potato Has It's Own Story!

With over 8 years of experience in the food industry, we are into the potato processing sector with a strong vision to deliver world - class Frozen French Fries and a wide range of Potato Specialty Products. Backed by our expertise, advanced technology and commitment to quality, we ensure that every product carries the perfect taste, crunch, and consistency.

Our Vision & Mission

At **McPatel Foods**, we are dedicated to bring premium French Fries that set a new standard in taste, quality, and consistency. We combine modern processing techniques with sustainable practices to deliver fries that delight consumers and empower **QSRs, HoReCa, Retailers, and Distributors**.

From carefully selected potatoes to perfectly fried products, every step reflects our commitment to excellence. Our mission is to establish Ohh! Potato by McPatel Foods as a trusted name for quality fries, offering reliability, innovation, and unmatched flavour in every bite while building strong, long-term partnerships across the food industry.

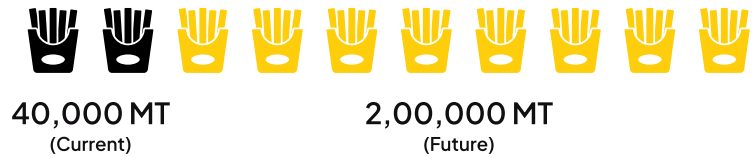
Our Quality Promise

At McPatel Foods, we promise to bring you the finest quality - Every single time. From carefully selected potatoes to world - class processing, our commitment is to deliver freshness, taste and trust in every bite. With every fry, we serve not just food, but our passion for excellence.



Processing Unit Key Facts And Figures

Production Capacity
for French Fries
(MT per Annum)



Production Capacity
for Potato Flakes
(MT per Annum)



AS/RS Cold
Storage Capacity
7000 MT



Employees
300+



Factory Area
25 Acres



Environmental Stewardship Through
Green Belt Development across
125 Acres





About Our Processing Innovation Facility

Our facility is equipped with the finest and most advanced machinery sourced from across the globe, ensuring precision, consistency, and world-class quality in every product.

We take pride in operating our factory with the highest sustainability standards, optimizing energy, water and resources to create a greener future while delivering the very best to our customers.

AS/RS Automated Cold Storage First Time in the Industry

McPatel Foods has pioneered innovation in the frozen potato segment by establishing one of the first fully automated AS/RS (Automated Storage and Retrieval System) Cold Storage facility in the Indian French Fries Industry.

This advanced infrastructure ensures precise temperature control, efficient inventory management, and seamless product handling. The automation-driven system minimizes human intervention, maintains consistent product quality, and enables complete traceability from production to dispatch. Our AS/RS cold storage significantly improves operational efficiency by reducing dispatch time while ensuring highly accurate order fulfillment.

Key Highlights

- **7,000 MT FG Storage** ensuring large-scale, efficient storage
- **Consistent Temperature Control** to maintain product quality and freshness
- **End-to-End Product Traceability** through automated inventory tracking
- **Zero-Error Dispatch** System with precision-driven operations
- **Faster Dispatch** Turnaround for improved supply chain efficiency
- **Minimal Human Handling** ensuring better hygiene and product safety
- **Optimized Space Utilization** through advanced automation technology



Farming Excellence

At McPatel Foods, potatoes are harvested at the right maturity stage to ensure optimal dry matter, ideal size, and consistent texture required for premium frozen French fries.

Our potatoes are harvested during the winter crop cycle, ensuring the best quality raw material for processing.
Harvest Period

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec



Ohh! Potato® Farm Select

At McPatel Foods, our contract farming model is designed to build strong partnerships with local potato farmers while ensuring a consistent supply of high-quality processing potatoes. We support farmers with superior seed varieties, technical agronomy guidance, and regular field monitoring to improve productivity and crop quality.

Our sustainable farming practices focus on responsible water usage, optimized fertilizer application, and soil health improvement, creating a balanced approach that benefits both farmers and the environment. This integrated farm-to-factory model ensures traceability, reliability, and consistent quality in every harvest.

Farming Partners

1000+



Farming Area (Acre)

4000+



Pioneering Agri Supply Chain Traceability

We ensure complete transparency from farm to fork. **Every potato we source is tracked through our integrated system** - from the moment it is harvested by our trusted contract farmers, through processing and freezing, to delivery.

This traceability guarantees consistent quality, safety, and accountability at every stage, allowing us to maintain the highest standards while supporting farmers and building trust with our customers.

It's not just supply chain management - It's a promise of quality and reliability in every bite.

Scan to Trace our Potatoes





 **KEEP FROZEN AT**
-18° C OR BELOW

 **NO PRESERVATIVES**

 **DEEP FRY**

 **AIR FRY**

 **BAKE**



Ohh! Potato® Frozen Fries

Shoestring Fries

6×6 mm | 7×7 mm

Pack Size:

500gm, 1kg, 2kg, 2.5kg



Straight Cut Fries

9×9 mm | 10×10 mm

Pack Size:

500gm, 1kg, 2kg, 2.5kg



Crinkle Cut Fries

9×9 mm | 11×11 mm

Pack Size:

500gm, 1kg, 2kg, 2.5kg



Skin-On Fries

11×11 mm

Pack Size:

500gm, 1kg, 2kg, 2.5kg

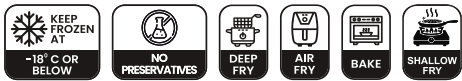


Ohh! Potato® Frozen Snacks

Aloo Tikki

Pack Size:

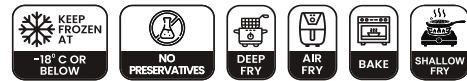
1.5 Kg (40g x 37pc)



Veg Burger Patty

Pack Size:

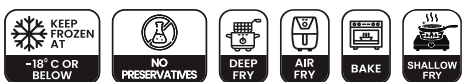
1.2 Kg (60g x 20pc)



Herb & Chilli Patty

Pack Size:

1.5Kg (60g x 25pc)



Potato Skin-On Wedges

Pack Size:

1kg, 2kg, 2.5kg



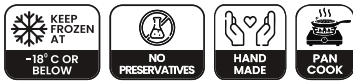
Ohh! Potato® Indian Ethnic Snacks

(Exclusively available in India)

Aloo Paratha

Pack Size:

1Kg (125g x 8pc)



Mix Veg Paratha

Pack Size:

1Kg (125g x 8pc)



Paneer Paratha

Pack Size:

1Kg (125g x 8pc)



Punjabi Samosa

Pack Size:

1.8Kg (75g x 25pc)



Ohh! Potato® Flakes

At McPatel Foods, our potato flakes are made from the finest potatoes, retaining natural flavor and nutrients.

Lightweight, versatile, and high - quality, they are perfect for a wide range of applications.

Dehydrated Potato Flakes

Regular Flakes

Milled Flakes

Low Leach Flakes

Shelf Life

- 18 Months (Store in Cool Dry Place)

Available Pack

- 20 Kg & 25 Kg

Key Highlights

- Made From Premium, Carefully Selected Potatoes
- Preserves natural taste and nutrients
- Lightweight and easy to store
- Versatile for Snacks, Bakery and Instant Food



Ohh! Potato[®] Upcoming Crispy Delights

**MaxCrisp
Fries™**



**Paneer
Burger Patty**



Hashbrown



**Chilli Garlic
Poppers**



**Jalapeno
Cheesy Pops**



**Potato
Cheese Shots**



**Veggie
Fingers**



**Veggie
Bites**



**Onion
Rings**





Rooted In **India**, Serving **Globally**

Certifications



Proposed Certifications





McPatel Foods Private Limited

Head Office

A - 602, The Landmark, Kudasán,
Gandhinagar - 382 421, Gujarat, INDIA.

Processing Unit

Vil. Sanghpur, Ta. Vijapur,
Mehsana - 384 570, Gujarat, INDIA.

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