# Spud Fam challenges TikTok-famous Spudman and Spud Bros in evolving UK jacket potato market



As the UK's culinary landscape evolves, a new contender is making waves in the jacket potato scene, bringing fresh competition to established names such as Spudman and the Spud Bros. This rising powerhouse, known as the Spud Fam, is the brainchild of siblings Jordanna and Jude, who are slowly but surely carving out their niche in Port Talbot, Wales. Their venture not only embraces the humble jacket potato but also aims to redefine its image as a trendy, social-media-savvy food choice.

Operating from the Aberafan Shopping Centre, the Spud Fam touts a combined social media following of over 30,000 across both Facebook and TikTok. The duo describes their business as a family affair, emphasizing camaraderie and light-hearted sibling rivalry. As they assert, "From our little kitchen to your hearts (and stomachs), you're part of the family now, too." Their innovative menu showcases traditional toppings alongside unique options like chicken Balti and corned beef hash, appealing to a diverse customer base seeking both comfort and novelty in their meals.

This grassroots approach resonates well in a food culture increasingly influenced by platforms like TikTok. Here, short, engaging videos have not only popularised the jacket potato but also transformed it into a sought-after treat. The Spud Fam joins a growing roster of vendors who harness the power of social media to create engaging food experiences. Yet, as they rise through the ranks, they face stiff competition from well-known figures like Spudman, whose impressive online presence has captured the collective imagination and appetites of the public.

Ben Newman, known as Spudman, has become a social media sensation with 4.2 million TikTok followers and over 103 million likes on his videos, which highlight not just his culinary skills but also the charm of his personality. His trailer has garnered queues extending for hours, attracting customers from as far afield as Australia and Malaysia, and even celebrities like Hugh Jackman and Ryan Reynolds. In an exclusive interview, Newman reflected on the bizarre incidents that sometimes accompany his fame, including claims of mischief involving a home-made gas-powered spud gun. Ultimately, he expressed gratitude for the support of his local community and hinted that he takes the good with the bad as he navigates the pressures of maintaining high demand.

Meanwhile, the Spud Bros—Jacob and Harley Nelson—have captured attention with their engaging videos and entrepreneurial spirit. Operating from a converted tram in Preston with demonstrated success on TikTok, they have built a loyal following by showcasing various potato fillings alongside their northern charm. The Spud Bros have transformed their journey into an inspirational narrative, aiming to motivate young entrepreneurs about building a brand while embracing authenticity. Their emotional backstory, taking over the food van from a deceased family friend, adds depth to their brand and resonates with customers looking for genuine connections.

The Spud Fam now emerges as a fresh player in a landscape dominated by these seasoned competitors. Their commitment to family values and innovation may provide them the leverage needed to disrupt the established order. As they continue to grow, the competition within the jacket potato market could further intensify, compelling all vendors to innovate and expand their offerings.

With such fervent passion for baked potatoes transforming them into a culinary sensation, the future for spud sellers appears bright, albeit challenging. Whether by embracing modern branding strategies or sticking to familial values, these ventures highlight the adaptability of the food industry in meeting changing consumer desires.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/femail/article-14797799/spudman-spud-bros-potato-rival-siblings-spud-fam.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.bbc.co.uk/news/articles/cx2pedd202wo)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/femail/article-14797799/spudman-spud-bros-potato-rival-siblings-spud-fam.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[4]](https://www.theguardian.com/technology/2024/sep/14/jacket-potato-tiktok-baked-potato-revival-preston-spud-bros), [[3]](https://www.bbc.co.uk/news/articles/cv28w070wkzo)
* Paragraph 3 – [[3]](https://www.bbc.co.uk/news/articles/cv28w070wkzo), [[2]](https://www.bbc.co.uk/news/articles/cx2pedd202wo), [[6]](https://www.express.co.uk/life-style/food/1899026/perfect-jacket-potato-spudman-tamworth)
* Paragraph 4 – [[1]](https://www.dailymail.co.uk/femail/article-14797799/spudman-spud-bros-potato-rival-siblings-spud-fam.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.bbc.co.uk/news/articles/cx2pedd202wo), [[4]](https://www.theguardian.com/technology/2024/sep/14/jacket-potato-tiktok-baked-potato-revival-preston-spud-bros)
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* Paragraph 6 – [[1]](https://www.dailymail.co.uk/femail/article-14797799/spudman-spud-bros-potato-rival-siblings-spud-fam.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[3]](https://www.bbc.co.uk/news/articles/cv28w070wkzo), [[4]](https://www.theguardian.com/technology/2024/sep/14/jacket-potato-tiktok-baked-potato-revival-preston-spud-bros)

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## Bibliography

1. <https://www.dailymail.co.uk/femail/article-14797799/spudman-spud-bros-potato-rival-siblings-spud-fam.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.bbc.co.uk/news/articles/cx2pedd202wo> - This article discusses the rise of the Spud Bros, a pair of brothers from Lancashire who have gained fame on TikTok for their jacket potato business. Jacob and Harley Nelson, aged 29 and 22 respectively, operate Spud Bros from a converted tram in Preston's Flag Market. Their videos, showcasing their 'northern banter' and various potato fillings, have amassed over 3.3 million followers on TikTok. The brothers aim to inspire young people by demonstrating how to build a brand and business positively. They also emphasize the importance of authenticity and transparency in their approach.
3. <https://www.bbc.co.uk/news/articles/cv28w070wkzo> - This article highlights the success of Ben Newman, known as Spudman, a jacket potato seller from Tamworth, Staffordshire, who has become a sensation on TikTok. After joining the platform to promote his business post-pandemic, his videos have attracted viewers from around the world. The article also mentions that Spudman has served customers from as far as Malaysia, showcasing the global reach of his social media presence. Additionally, it notes that Spudman has partnered with a wholesaler to give out free potatoes, funded through his social media activity.
4. <https://www.theguardian.com/technology/2024/sep/14/jacket-potato-tiktok-baked-potato-revival-preston-spud-bros> - This article explores how TikTok has contributed to a revival of the baked potato in the UK, focusing on the Spud Bros in Preston. The brothers, Jacob and Harley Nelson, have gained international attention, with customers traveling from as far as Australia and South Africa to try their jacket potatoes. Their social media presence has transformed the humble spud into a trendy food item, with their videos amassing billions of views. The article also mentions other vendors like Spudman, who have similarly benefited from the platform's reach.
5. <https://www.express.co.uk/life-style/food/1916148/how-to-cook-jacket-potato-spudman-secret-recipe> - This article features Ben Newman, known as Spudman, who shares his 'trade secret' to achieving crispy jacket potatoes. He emphasizes the importance of choosing the right variety of potato, specifically recommending Melody potatoes for baking. Spudman explains that the choice of potato is more crucial than the cooking method. He also mentions that his van uses industrial ovens reaching temperatures of 300C-350C, which is why they wrap everything in tin foil. For home cooking, he advises against wrapping potatoes in foil to achieve a crispy skin.
6. <https://www.express.co.uk/life-style/food/1899026/perfect-jacket-potato-spudman-tamworth> - This article features Ben Newman, known as Spudman, who shares his tips for cooking the perfect jacket potato at home. He advises against using Nadine potatoes, recommending other varieties instead. Spudman also discusses his journey from taking over the business in 2003 to becoming a TikTok sensation with over 3 million followers. He mentions that he prepares around 1,000 spuds on weekdays and 1,500 on weekends, highlighting the high demand for his jacket potatoes.
7. <https://www.express.co.uk/life-style/food/1898970/jacket-potato-recipe-quick-air-fryer-tiktok> - This article features Ben Newman, known as Spudman, who shares his method for cooking crispy jacket potatoes using an air fryer. He emphasizes the importance of choosing the right potato variety and provides a step-by-step guide for air frying jacket potatoes. Spudman also discusses his rise to fame on TikTok, where he shares videos about his jacket potato van in Tamworth, Staffordshire. He mentions that his videos have attracted viewers from around the world, showcasing the global appeal of his cooking methods.