

Australian Food-Tech Firm Fresho Acquires UK ERP Leader Nation Wilcox

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Fresho, the global order management platform for fresh food wholesalers, has acquired Nation Wilcox, a leading provider of ERP software to food suppliers across the UK.

Founded in Melbourne in 2015, Fresho has grown from an Australian startup into a global platform supporting distributors across Australia, New Zealand, Singapore, the UK, Ireland and the United States and the acquisition marks a major milestone in its international expansion.

The deal establishes Fresho as the market-leading technology platform for food wholesalers in the UK, with a combined customer base of more than 400 businesses and over £2 billion in annual gross merchandise value (GMV) across the UK. The acquisition is a significant part of Fresho's broader plan to accelerate the development of its AI capabilities and drive continued product innovation across its markets.

Fresho's platform brings together ordering, picking, invoicing and payments into a single system, using AI to automate order capture and reduce manual administration for wholesalers and food service caterers.

The acquisition agreement was signed at the Australian High Commission in London, with the Australian Trade and Investment Commission (Austrade) supporting the milestone moment for an Australian-founded technology business that has built a leading position in the UK market.

Founded in Birmingham in 1978 by Neil Nation, Nation Wilcox has built a 48-year track record serving primary and secondary wholesalers as well as cash and carry businesses across the UK through its ERP platform, ISSAC (Integrated Sales & Stock Accounting). The business has developed deep expertise across order management, stock control, logistics and accounting, and more recently online ordering, AI and mobile apps.

The acquisition accelerates Fresho's strategy to modernise an industry that has historically been underserved by technology, bringing much-needed consolidation to a fragmented market. Nation Wilcox's established presence among large primary wholesalers extends Fresho's reach beyond its existing base of food service distributors.

Nation Wilcox will continue to operate as a standalone entity under its existing brand, with no changes to customer contracts, support arrangements or day-to-day operations. Andrew Nation, who has led the business since 2004, will join Fresho's board as a significant shareholder and play a key role in shaping the company's next phase of growth.