
THIS IS EXPORT. **THIS IS WALES.**

GULFOOD, DUBAI

Trade Show

| 17-21 February 2025

| businesswales.gov.wales/foodanddrink/



Cymru
Wales

Dubai marina skyline,
United Arab Emirates



**This is Export.
This is Wales.**

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Pierhead, Senedd and
Wales Millennium Centre, Cardiff Bay

Croeso i Cymru. Welcome to Wales.

Wales' food and drink has a deep connection to its landscape, people and culture. You look after the land, and it looks after you.

Eating and cooking with fresh, locally sourced produce is something we pride ourselves on, and many of our traditional recipes are created with just a few quality ingredients.

The range of food and drink produced in Wales reflects the diversity of our small nation, with regional nuances in flavours, processes and techniques.

Internationally renowned chefs seek out Welsh across the globe, while at home we continue to innovate with quality ingredients.

Our food and drink industry is open to business and keen to extend our offer in Dubai and further afield.

For further information on gov.wales/foodanddrinkwales

CALON WEN DAIRY PRODUCE LTD

Calon Wen are a farmers co-operative of 25 family run farms across Wales. Today Calon Wen are Wales' leading Organic dairy company with a range of sustainable and ethical dairy products.

At Calon Wen our cows graze on clover rich pastures and spend at least 3 out of 4 seasons in rolling green fields or longer if it is safe for them to do so. We pride ourselves on treating our farmers equitably, the animals ethically and the land and environment sustainably.

Our production facilities are BRC accredited and our products are Organic certified. We supply many of the major retailers in the UK along with many distributors in both retail and Food service Horeca formats domestically and export.



CALON WEN
Regenerative Organic Farms



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Sales & Business
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Managing Director
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www.calonwen-cymru.com



Products

- Organic milk
- Butter
- Cheese
- Ice cream

Sales channels

- Retail
- Wholesale
- Distribution
- Export

Distribution capabilities

Using BRC accredited distribution networks we have nationwide logistics and are well versed in providing Sea and Air freight services along with all export documentation and regulatory requirements.

Shelf life

Butters 80 days, cheese up to 12 months, fresh milk 10 days, ice cream 18 months.

Accreditations

- BRC
- OF&G Organic

Top export markets

- UAE
- Qatar
- Hong Kong
- Japan

CASTLE DAIRIES LTD



At Castle Dairies, we've been lovingly churning butter in Caerphilly, Wales in the UK since 1966 using traditional methods passed down through the generations of our family.

Our commitment is crafting the best tasting butter and spreadable. We pour our heart and soul into every block.

The cream for our butter comes from grass-fed cows, which graze on the lush, rolling pastures in Wales. This gives our butter it's unique taste and colour.

We only use natural ingredients from Red Tractor assured farms. Our high quality butters and spreadable butters are available in major UK retailers, wholesalers, foodservice and export.

Our manufacturing facility is certified BRC AA+.

Jeremy Stoker
International Commercial
Development Manager
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Dave Cooknell
Head of Sales
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www.castledairies.co.uk



Products

- Castle Dairies Spreadable 500g
- Castle Dairies Spreadable 250g
- Castle Dairies Salted Block 250g
- Castle Dairies Unsalted Block 250g
- Castle Dairies Halen Mon Roll 200g

Sales channels

- Retail
- Convenience
- Wholesale
- Foodservice

Shelf life

Castle Dairies Spreadable 500g 120 days, Castle Dairies Spreadable 250g 120 days, Castle Dairies Salted Block 250g 118 days, Castle Dairies Unsalted Block 250g 98 days, Castle Dairies Halen Mon Roll 200g 70 days.

Accreditations

- BRC grade AA+

Top export markets

- New to export
- Developing leads UAE, KSA, Qatar, Hong Kong, Japan, S.Korea and Spain

DAIRY PARTNERS LIMITED



Dairy Partners are a long established family owned British dairy company supplying UK and overseas markets.

We are a British company with a global reach! We have recently invested in a brand-new purpose-built factory which is set to be the most advanced of its kind in the UK.

Across both our main sites we have the capability to process mozzarella cheese, pizza cheese and analogue blended products into various formats including grated, shredded, diced and block.

Will Bennett
Director
will.bennett@dairypartners.co.uk

www.dairypartners.co.uk



Products

- Mozzarella
- Pizza cheese
- Mozzarella cheese analogue, block, shredded & IQF (individually quick frozen)

Sales channels

- Importer
- Distributor

Distribution capabilities

Via importer/distributor or direct to end user (fcl) via road or sea freight.

Shelf life

Up to 24 months frozen.

Accreditations

- BRC
- Halal
- Red Tractor

Top export markets

- Middle East
- Far East

RACHEL'S DAIRY



Rachels Dairy is in Wales UK and have been producing organic yogurts at their purpose-built dairy for over 40 years.

Rachels use only the finest quality organic ingredients, using organic milk sourced from local Dairy farms.

Rachels has been organically farmed for 3 generations of family, being the very first UK certified organic dairy farm in 1952.

Anita Richards
International Sales Manager
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Simon Brook
Account Director
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www.rachelorganic.co.uk



Products

- Rachels Organic Fruited & Natural Yogurts
- Rachels Organic Rice Pudding

Sales channels

- Direct-to-consumer (DTC)
- Retail
- E-commerce
- Wholesalers
- Distributors

Distribution capabilities

Can distribute across all Middle East Countries.

Shelf life

30 days from manufacture.

Accreditations

- ISO 22000 certified
- BRC
- Organic Certification – Soil Association

Top export markets

- UAE
- Qatar

HILLTOP HONEY LIMITED

At Hilltop, we're dedicated to celebrating honey, the artistry of beekeeping, and the provenance of our products. We're here to elevate the honey category, offering expertise and a passion for quality that sets us apart.

Our honey is 100% pure, natural, and sustainably sourced, with delicious flavours to suit every taste.

Carefully harvested and crafted to preserve its natural goodness, Hilltop Honey is the perfect addition to any pantry or table, bringing exceptional flavour and a commitment to sustainability.

Taste the difference with Hilltop Honey, where quality and sustainability come together in every jar.



Jack Davies
National Account Manager
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Nat Jenkins
National Account Manager
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Products

Acacia Honey 340g, Agave Nectar 330g, Agave Nectar 680g, Amber Maple 230g, Amber Maple 680g, Blossom Honey Jar 340g, Blossom Honey Squeezy 340g, Blossom Honey 25g Portion Pot, Blossom Honey 250g, Blossom Honey 720g, British Blossom Honey 340g, Blossom Honey 3.17kg, Blossom Honey 1.36kg Squeezy, Cut Comb In Acacia 340g, Cut Comb Slab 200g, Cut Comb Slab 400g, Hot Honey 340g, Manuka MGO50+ 225g, Manuka MGO100+ 225g, Manuka MGO250+ 225g, Manuka MGO500+ 225g, Manuka MGO800+ 225g, Manuka MGO1000+ 225g, Maple Flavoured Syrup 230g, Blossom Organic Squeezy 340g, Organic Acacia Honey 340g, Organic Blossom 720g, Pure Maple Syrup 1.32kg, Soft Set Honey 340g, Very Dark Maple Syrup 230g, Very Dark Maple Syrup 620g, Welsh Blossom 227g

Sales channels

- Retail (national & independent)
- Foodservice
- Manufacturing/ bulk
- Wholesale

Distribution capabilities

- Export
- Direct to Customer
- Direct to warehouse

Shelf life

26 months from production.

Accreditations

- BRC AA

Top export markets

- USA
- UAE
- Australia

HYBU CIG CYMRU



Welsh Lamb is in high demand and is now exported to over 20 countries worldwide. The PGI mark of traceability has been a cornerstone of this trade, at home and abroad, since the designation was awarded in 2003.

Our farmers and traditional methods have for many years been recognised for their production of superb quality lamb, and our exporters are renowned for their ability to harness and develop relationships at every level of business.

Our Welsh lamb products include bone-in carcasses, trimmed primals, offal and 5th quarter cuts, retail packed sliced meat and are tailored to match the specifications of each customer.

People, provenance and taste are at the heart of the PGI Welsh red meat story and our farmers who have been using traditional and sustainable methods for years.

Reliability, quality and taste comes part and parcel of the PGI Welsh Lamb offer.

Jason Craig
Market Development Lead
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www.welshlambandbeef.com



Products

—PGI Welsh Lamb

Sales channels

—Wholesale
—Retail
—Foodservice

Distribution capabilities

Worldwide to countries with market access.

Shelf life

+30 Days.

Top export markets

—EU
—GCC
—Japan
—USA

MORNFLAKE MIGHTY OATS

Celebrating 350 years of expert Oat milling making us the 4th Oldest company in the UK.

Offering everything from creamy Quick Cook Oats, Jumbo Chunky Oats, Muesli, Granola offering healthy Oat benefits plus a range of Bulk Oats for industrial use.



Richard Jones
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Andrew Rutter
Industrial Export Sales Director
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www.mornflake.com



Products

- Oats
 - Oatmeal
 - Oat Bran
 - Muesli
 - Granola
 - Chocolatey Squares
 - Flakes
 - Organic
 - Gluten Free
-

Sales channels

- Retail
 - Industrial
-

Distribution capabilities

Worldwide

Shelf life

Depends on product but ranges from 9 to 18 months.

Accreditations

- BRC AA*
-

Top export markets

- Europe
 - Middle East
 - Asia
-

WHAT'S COOKING?



What's Cooking? is a European fresh food group headquartered in Belgium which commercialises in Europe and beyond a wide range of high-quality and innovative ready meal food products (in frozen and chilled) for retail and foodservice.

“Day by day, we make sustainable food second nature by increasing the world's appetite for tasty, convenient meals, crafted with care both for the people and the planet”.

Our customers and consumers are always on our hungry minds when preparing our food products, as is the well-being of our approximately 1,400 employees from our headquarter, 5 industrial sites in Belgium, France, Poland, and the UK, and 5 sales offices.

What's Cooking Group exists for 75 years and realised a turnover of EUR 832 million in 2023 (of which EUR 369 million for Ready Meals).

What's Cooking? is an award-winning manufacturer of high-quality protein, vegetarian and plant-based meal solutions.

Greet Van Laecke
New Business Development Director
greet.vanlaecke@whatscooking.group

www.whatscooking.group



Products

- Ready meals
- Frozen ready meals
- Chilled ready meals
- Convenience products
- Pasta meals
- Lasagna
- Halal lasagne
- Branded ready meals
- Private Label ready meals
- Protein based meals
- Vegetarian and plant-based meals

Sales channels

- Retail
- Foodservice
- Traditional Channel
- Discount
- Catering

Distribution capabilities

Frozen distribution: broad distribution range, chilled distribution.

Shelf life

Chilled products: 15– 35 days
Frozen products: average 12 months (but depends on products).

Accreditations

- BRC AA* (for Deeside facility)
- IFS or BRC depending on production site

Top export markets

- European area and beyond (UK, Poland, France, Spain, Swiss, Belgium, Portugal)

CWMFARM CHARCUTERIE PRODUCTS

We produce Award Winning Cured Meats from our Farm and work with Welsh Black Beef & Highland Cattle making a very unique Biltong Range



Ruth Davies
Owner
cwmfarm@hotmail.co.uk

www.cwmfarm.co.uk



Products

—Beef biltong

Sales channels

—Online
—Distributor
—Direct

Distribution capabilities

Distribution in Place.

Shelf life

6 Months

Accreditations

—SALSA

Top export markets

—Paris

GOLDEN HOOVES

If delicious, award-winning, British cheese that supports biodiversity and the environment is what you're after, then look no further! Deliciously Regenerative isn't just Golden Hooves' strapline, it's at the core of everything we do. Driven by First Milk's co-operative of 700 family-run farms, who will carry out a whopping 260,000 regenerative interventions on farms this year, our farmers are working to protect the soil surface, lock carbon away, reverse biodiversity loss and treat animals with kindness. Our efforts have even been recognised by King Charles himself, having been awarded the King's Award for Enterprise for Sustainable Development; we really do as they say.

Plus, our cheeses have won multiple Gold awards at The British Cheese Awards, International Cheese & Dairy Awards and Global Cheese Awards, so we would argue they are the best in the world!



Leona McDonald
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Lucy Parr
Business Development Manager
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www.goldenhooves.co.uk



Products

- Mature Cheddar
- Vintage Cheddar
- Smoked Cheddar
- Red Leicester
- Double Gloucester
- Sage & Onion Crackers
- Rosemary & Garlic Crackers

Sales channels

- Current – Retail Megamart Qatar

Distribution capabilities

Using Smylies – exporters and consolidators

Shelf life

- Cheese – 60–106 Days
- Crackers – 6–9 Months

Accreditations

- Red Tractor
- BRC A+
- SALSA
- B-Corp Certified
- King's Award for Enterprise for Sustainable Development

Top export markets

- UAE
- USA

OCEAN BAY SEAFOODS LTD



Nestled in the heart of Holyhead, surrounded by the rugged beauty of Anglesey's coastline, Ocean Bay Seafoods has built a reputation as a trusted name in the seafood industry. With over 30 years of experience, Richard and his team are dedicated to providing premium, sustainably sourced shellfish to the wholesale, retail and catering sectors. We proudly offer a range of top-quality shellfish, including King and Queen Scallops, live Brown Crab, Lobster, Whelks, and more. Each product is carefully processed to ensure it meets the highest standards of freshness and quality.

Our shellfish is caught by a dedicated fleet of local

day boats, all adhering to sustainable fishing practices. By keeping both our supply and processing local, Ocean Bay Seafoods Ltd ensures the freshest, most sustainable produce available.

While our primary market remains within Europe, we are also expanding our export activity into the Far East, sharing the unique flavours of Welsh shellfish with seafood lovers around the world.

Ocean Bay Seafoods Ltd is proud to be recognised as a leading producer of premium Welsh shellfish, committed to delivering the finest seafood from the pristine waters of Anglesey.

Richard Williams
Director
richard@oceanbayseafoods.co.uk

www.oceanbayseafoods.co.uk



Products

- King Scallops (*Pecten maximus*)
- Queen Scallops (*Aequipecten opercularis*)
- Whelks (*Buccinum undatum*)
- Brown Crab (*Cancer pagurus*)
- Lobsters (*Homarus Gammarus*)

Sales channels

- Wholesale
- Retail

Shelf life

- Live: 3-4 days
- Fresh: 13 days
- Frozen: 12-24 Months

Top export markets

- Europe
- Asia

PENDERYN DISTILLERY

Since 2000 Penderyn has been producing award-winning single malt whiskies and spirits in the Brecon Beacons National Park, Wales UK.

They opened two further distilleries in Llandudno (2021) and Swansea (2023).

Today, Penderyn is very much part of the world whisky conversation, available in over 50 markets around the world. Key markets include France, Germany, USA and China.



Michael Wheeler
Brand Ambassador
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www.penderyn.wales

PENDERYN





Products

- Penderyn Single Malt Welsh Whisky
- Brecon Gin

Accreditations

Protected Geographical Indication

Top export markets

- France
- Germany
- USA
- China

PRINCES GROUP



For generations, families have reached for Princes for something tasty for breakfast, lunch or dinner. From Tuna, to peach slices, to corned beef to Orange Juice.

We've lovingly developed a wide range of tasty, high-quality food and drink products to help you and your family eat healthier and fit a good diet around your busy lives.

For almost 150 years, our commitment to providing high quality, delicious, healthy and affordable food and drink has never changed.

Vicki Jones

Senior International Sales Manager

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www.princes.co.uk



Products

- Juices & Drinks
- Canned Foods
- Oils

Sales channels

- Retail
- Wholesale
- Foodservice

Shelf life

Long life

Accreditations

- BRC

Top export markets

- Middle East
- Australasia
- Europe

WELSH LADY PRESERVES



We are a family run business, now in its third generation. Established in 1966, we continue to use open copper bottomed pans for cooking, and prepare all our ingredients by hand. Cooking is also manual with every product tasted and assessed at every stage in production for consistent quality.

We only source the finest ingredients to make our award-winning products, and we insist that no additives or artificial preservatives or colouring is used.

We are the only food manufacturer that has won Supreme Champion on two separate occasions at the

Great Taste Awards held by the Guild of Fine Foods – our All Butter lemon Curd was described by the judges as “the creamiest, most lemoniest spoonful of deliciousness ever offered to man or woman”.

Our production facilities are highly flexible, with a dedicated NPD team.

We sell our Welsh Lady brand throughout the UK and also to Japan, Australia, Canada and USA.

We also have many years of experience working with other business for their private label and also creating products in bulk as ingredient.

Carol Llewelyn Jones
Director and General Manager
carol@welshladypreserves.com

www.welshladypreserves.com



Products

- Jams
- Fruit curds
- Marmalades
- Chutneys
- Sauces
- Relishes
- Mustards
- Pickles
- Jellies and glazes

Sales channels

- Retailers
- Farm shops and delis
- Supermarkets
- Wholesalers
- Hamper companies

Distribution capabilities

Worldwide

Shelf life

Jams: 4 years, chutneys, jellies, mustards and sauces: 3 years; curds: 2 years.

Accreditations

- BRC AA+

Top export markets

- Japan
- USA

WREXHAM LAGER



Brewed in Wales since 1882, Wrexham Lager Beer Co. is the oldest lager brewery in Great Britain. Its high-quality lager beer is made with the finest Welsh water and carefully selected ingredients, using a unique original recipe that is over 140 years old. Its lagers are brewed with the very best modern Bavarian equipment then matured for a minimum of four weeks to ensure they're full of flavour.

The brewery is built on 140 years of heritage and history. Founded by German immigrants, its lagers were some of the first beers exported to Africa and Australia and it was even chosen to be served on the Titanic. The Roberts family relaunched the Wrexham Lager Beer Co. in 2011. It continues to be family owned to this day.



Lawrence Williamson
International Sales Director
lawrence.williamson@wrexhamlager.co.uk

www.wrexhamlager.co.uk



Products

—Lager

Sales channels

—All

Distribution capabilities

We can export from the UK or our licensed partners in North America and Australia. We would also consider licensing to another partner if a suitable quality partner was available.

Shelf life

2 years

Accreditations

—SALSA

Top export markets

—North America
—Australia
—Scandinavia

**Blas Cymru
Taste Wales**

Meet a nation of food and drink innovators

22 & 23 October | 2025

**International Convention Centre Wales,
Celtic Manor, Newport, Wales**



Join us for this signature event, first launched in 2017 and held biennially, bringing together producers, suppliers, buyers, and food industry professionals from across the world.

If you are a food and drink business, this event is not to be missed.

Showcase your products to leading industry and retail buyers, network with key players in the food and drink industry, as well as discover innovative products and trends.

Come with questions, leave with answers!

Key event highlights include:

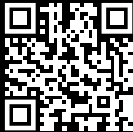
- Participation from SALSA and BRCGS accredited companies
- Focus on innovation with 200 new products featured
- Rising Star Market Place included with a range of up and coming Welsh food and drink brands
- Buyer hosted programme – assistance with flights and accommodation

For more details on the buyer hosted programme, please contact David Edwards | t: +44 (0)1239 891574 or Bethan Jones | t: +44 (0)1691 839938 e: foodanddrinkwales@mentera.cymru



Buyer
hosted
programme

Scan to QR code
to pre-register



200
NEW
Products



Find out what Wales can do for your business:

Tel: +44 (0) 3000 603000

Web: businesswales.gov.wales/foodanddrink/

Linked-In: Bwyd a Diod Cymru | Food and Drink Wales

Facebook: Food & Drink Wales

Twitter: @FoodDrinkWales

Instagram: @food_drink_wales



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