

This is a celebration. This is Wales.



Celebrate Welsh Food & Drink_Toolkit
gov.wales/foodanddrinkwales
[@FoodDrinkWales](https://twitter.com/FoodDrinkWales)



An aerial photograph of a coastal area in Wales. In the foreground, there's a sandy beach and a small bay with several sailboats. A road curves along the right side of the bay. The middle ground shows a small town with green fields and some buildings. In the background, there are rolling hills and mountains under a blue sky with scattered white clouds. The water is a vibrant turquoise color.

Wales. Food odyssey.

If you love the food you sell, you should be part of the
#ThisisWales campaign.

People, provenance, taste, and beautiful design are at
the heart of Wales's great food and drink story.

Help us to tell that story.





Wales. For starters.

Contents.

| | | |
|-----|---|----|
| 01_ | The basics. What's this all about? | 5 |
| | There's always a top ten tips section, so here's ours | 10 |
| 02_ | Getting the most out of the campaign | 11 |
| 03_ | Being heard - loud and clear | 14 |
| 04_ | This is Wales | 18 |
| | Recipes | 20 |
| | Beautiful images | 21 |
| | Santes Dwynwen and St David's Day | 25 |
| | Quirky food facts | 27 |

01_

The basics. What's this all about?

What is the campaign?

If you thought the food and drink of Wales started with Welsh cakes and stopped with 'cawl' (delicious though they are), then think again.

The **#ThisisWales** campaign reveals a world of incredible tastes, top quality ingredients, and beautifully designed packaging.

Famously modest in every regard (even about our footballing prowess) the Welsh are on the turn. **#ThisisWales** shamelessly boasts about the edible wonders of Wales, with products that scream 'Eat Me', 'Drink Me'.

This is food. This is drink. This is Wales.
(And we promise, the Welsh cake still has a part to play).

What's so special about Welsh food and drink?

Our grass is green, our rivers are deep, our mountains are high and our natural larder is plentiful. Wales has a long and proud tradition of producing outstanding food and drink, with an abundance of natural resources and raw food materials and a concerted focus on developing new technologies in food production.

Like most of what we do in Wales, Welsh food and drink is rooted in our communities, shaped by our landscape, and honed by our culture and language. Whether it's artisan or mass-market, the warmth of our people comes through in the quality of what we produce.

Wales is a place where the traditional is re-imagined by a new generation of bright young things, and provenance is protected by experienced old hands who have farmed the fields, and baked the bread, for decades.



Why should you get involved?

We hope that you won't need much persuasion to get involved, but if you drive a hard bargain, here are a few thoughts on why it'll be worth your while:

- 1 Increase your footfall: online and high street competition has never been so intense and enticing customers into store is harder than ever. Create added interest with new and exciting products that showcase **#ThisisWales**
- 2 Boost sales: we're all prone to adding the odd extra item into our shopping baskets that wasn't on the list. Delight customers by providing them with a tasty choice of treats from **#ThisisWales** and boost your sales into the bargain.
- 3 Customers are always keen to try new things and what better way than to tie new products into a celebration of nationhood and identity?
- 4 Tip of the iceberg: if you're new to the world of Welsh food and drink, see this as a trial. We have every confidence that you and your customers will be hooked and thrilled at the rich seam of products you've uncovered highlighting the best of **#ThisisWales**
- 5 Nothing ventured nothing gained: why not try something new? If you are Wales-based then your customers will appreciate that you have chosen to celebrate the nation's patron saint and if you're based outside of Wales, your customers will be curious to learn about and taste new things. Chances are your display will awaken the latent Welshness in most of us ("My great grandfather was from Wales....")



Harnessing the marketing value of #ThisisWales

Recent research by experts has shown that promoting a clear 'Welsh' identity on products often adds considerable value to our fantastic brands.

Did you know in Wales...



of consumers would prefer to buy Welsh products



want more Welsh food and drink in their shops



would be prepared to pay more for produce if they knew it was Welsh



believe it's very important to have Welsh produce on restaurant menus

But far from being our little secret, Welsh food provenance also resonates further afield. According to UK consumers...



56%

regard Wales as being known for producing great food and drink



want to support our food and drink producers

More shoppers would buy lamb branded as Welsh than British or unbranded



Here's what UK consumers believe are key attributes of top Welsh brands...

59%



would describe them as feeling 'natural'



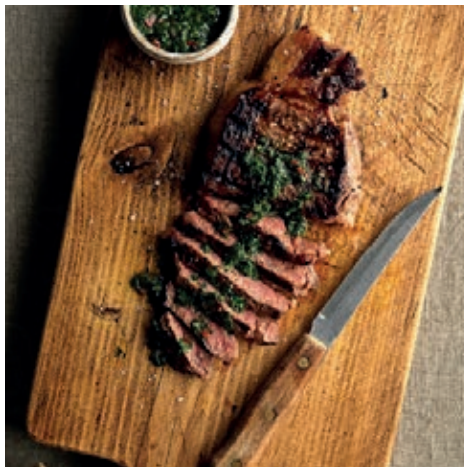
regard them as signifying 'great quality'



believe they taste fantastic

There's always a top ten tips section, so here's ours.

- 1 Small is beautiful: source some great Welsh artisan products to make your customers feel special.
- 2 Think packaging: there is a growing range of Welsh food and drink where the great taste is elevated even further by beautiful packaging, exquisitely designed.
- 3 Create some bespoke recipes to go with your in-store products. If you need inspiration, look at the library of recipes we've placed online at www.gov.wales/foodanddrinkwales
- 4 Learn more about our amazing variety of food and drink products, by visiting the first comprehensive database of Welsh producers on the Food Innovation Wales website at www.foodinnovation.wales/directory
- 5 Organise some in-store tasting sessions and invite some of your usual Welsh food and drink suppliers into the store offering tasters and explaining the provenance of the product.
- 6 If you have an in-store restaurant or café then why not offer a special menu for the week?
- 7 Tweet or share online and remember where possible to use our campaign hashtag - **#ThisisWales / #GwladGwlad**
- 8 Use a range of pre-designed campaign material found as part of this toolkit including the **#ThisisWales / #GwladGwlad** logo and point of sale material.
- 9 Promote, promote, promote: use the press, nationally or locally. We've drafted a template press release for you to adapt as part of this toolkit.
- 10 Use a range of engaging images wherever possible. As part of this retailer toolkit we've provided a delicious array of images to inspire and entice.

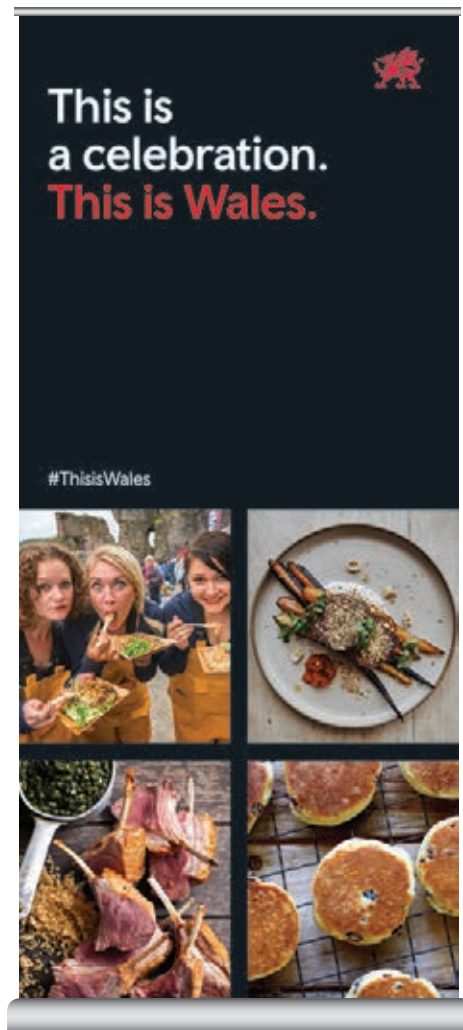


02_

Getting the most out of the campaign.

We're really pleased that you want to help us spread the word about the wonders of Welsh food and drink, and to get you started and make life a little easier we've developed a range of marketing materials that you can download free of charge, to use as part of **#ThisisWales / #GwladGwlad**

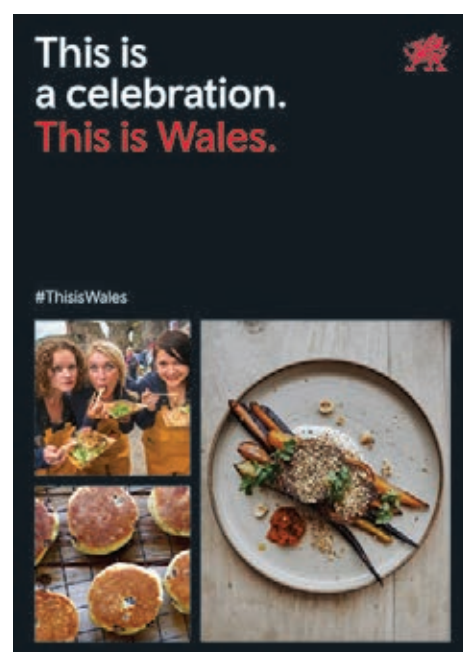
Overleaf are a few examples of our campaign materials. If you're interested in downloading some traditional Welsh recipes go to www.gov.wales/foodanddrinkwales or alternatively get in touch with us direct at bwyd-food@gov.wales to receive a range of design templates, from point of sale material through to display banners.



Display banners (English)



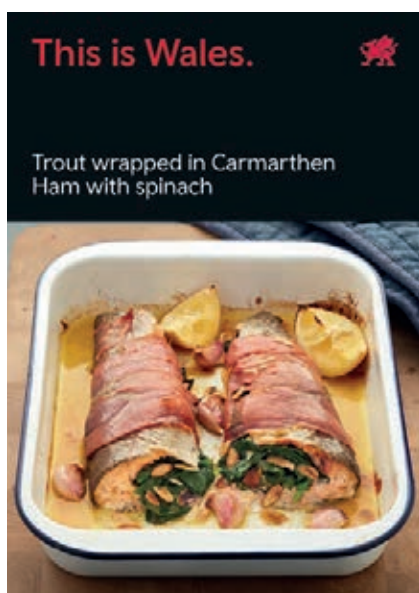
Display banners (bilingual)



Posters



POS



Recipe cards



Branded bags



Bunting

03_

Being heard - loud and clear.



What is the campaign message?

It's time for Wales to share the secrets of Welsh food and drink with the world and we think that there is much to inspire, surprise and challenge perceptions.

In Wales, food isn't just made, it's created. Some of the finest people work in the food and drink sector in Wales, and their creations are inspired by landscape, climate, culture, heritage and language. For them, food isn't just a substance, it's an emotion.

We're asking people to put away their prejudices, and prepare their palate for new experiences where quality ingredients, attention to detail and passion about place come as standard.

This is good food. This is good drink. Unmistakably **#ThisisWales**.

What is the campaign hook?

The people behind the products are the real heroes, with interesting stories to tell. They have passion, grit and flair, and they are the ones who can tell the tale most honestly and authentically.

That's why the campaign is focussing on them: good, honest, real people making good, honest, real food.

When the product and the narrative are as good as this, then there's no need for celebrity endorsements and razzamatazz. The discerning consumer is far more influenced by provenance, quality ingredients, source, great design, and the people behind it.



Using PR and media as part of your campaign.

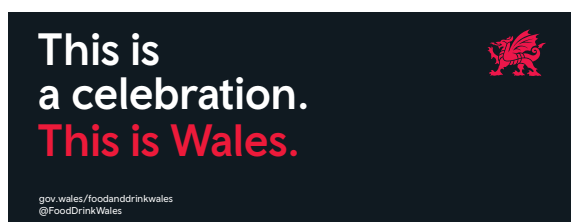
The digital world is transforming the way we communicate with each other. The way we acquire and share information and the way we interact with people and organisations are all undergoing a dramatic revolution. Gone are the days of the single media campaign. Our audiences are distributed, fragmented, with their attention divided across different media, platforms and creative approaches. But it's also a time of great opportunity, where a good idea, a great image or a well-told story can quickly reach a global audience.

But if all that sounds a bit of a challenge, let's boil it down for the purposes of **#ThisisWales**.

Essentially, we want to shine a light on Welsh food and drink, the people who produce it and the people who buy it - what's in it, what it tastes like, where it comes from.

Print and broadcast media.

The great news is that journalists are real people who love real food, and who like a good story. Offer to take them around your premises and share the passion you have for your work, how it all started, and where you are heading. This is also a chance for some great photo opportunities for the media. Below is a draft press release you can use or amend for this purpose:



<COMPANY NAME> joins in on the 'celebration' this St David's Day

This St David's Day <COMPANY NAME> will be showcasing some of Wales's best known food and drink products as part of the 'This is Wales' campaign.

The Welsh Government's Food Division is encouraging everyone to share their love of quality Welsh produce and be a part of the #ThisisWales campaign.

If you thought the food and drink of Wales started with Welsh cakes and stopped with 'cawl' (delicious though they are), then think again. The #ThisisWales campaign reveals a world of incredible tastes, top quality ingredients, and beautifully designed packaging. It boasts about the edible wonders of Wales, with products that scream 'Eat Me', 'Drink Me'.

We will be marking the occasion by <ACTIVITY>.

<NAME>, from <COMPANY NAME>, said:

"There is a fantastic range of food and drink products here in Wales and we want to celebrate that by getting involved in the #ThisisWales campaign. We stock a range of Welsh products all year round but St David's Day is a great focal point."

"Get involved with #ThisisWales and celebrate St David's Day on 1 March by coming down to <COMPANY> and buying your Welsh produce to create your very own St David's Day dish. I'm looking forward to celebrating St David's Day and #ThisisWales."

The #ThisisWales campaign is an overarching Welsh Government St David's Day campaign to celebrate the best of Welsh food and drink. Commenting on the campaign Andy Richardson, Chair of the Food and Drink Industry Board, said:

"We have a long and proud tradition of producing outstanding food and drink, with an abundance of natural resources and food materials, and a concerted focus on developing new technologies and innovation in food production."

"The toolkit aims to assist retailers with ideas and suggestions on how they can promote Welsh food and drink in their store, to help drive footfall and increase sales, leading up to and during St David's Day. It will give retailers much easier access to the tools that best suit their store's needs as they prepare once again to showcase the very best of Welsh food and drink. "Welsh food and drink = provenance, passion and pride. Buy it, eat it, enjoy it, promote it."

Visit Food and Drink Wales website www.gov.wales/foodanddrinkwales to find out more.

Social media.

The other good news is that those using social media are also real people, who like real food, and love a great story. Our official campaign hashtag **#ThisisWales / #GwladGwlad** is plain and simple and we urge you to use it widely. Pictures and videos spark lots of interest, and referencing relevant blogs and articles is also a good way of capturing the mood.

We're pretty sure you're already a whizz at social media, but if you're short on time, twitter is quick and easy. Here are a few we penned earlier:

- Looking forward to celebrating **#ThisisWales**
- I'm proud of the great food and drink coming out of Wales and I'll be celebrating **#ThisisWales**
- Welsh food and drink = provenance, passion and pride. Buy it, eat it, enjoy it, promote it **#ThisisWales**
- This weekend, I'll be eating the delicious NAME OF PRODUCT **#ThisisWales**
- Stuck for a present for that special person who has everything? Give the gift of love: Welsh food & drink **#ThisisWales**
- Good, honest food made by good, honest people. Taste the passion and celebrate **#ThisisWales**
- There's a really good Welsh food and drink story to be told. Help us to share it **#ThisisWales**

Don't forget that a picture tells a thousand words, and consumers love pictures of food. Whether your food and drink is packaged, jarred, in a paper bag, on a slate, in a cup, on a fork, in the pot or on the plate: snap it, tweet it, **#ThisisWales**



04_

This is Wales.



Wales is a bilingual country, which can come as a surprise to our visitors who are often intrigued and fascinated by the Welsh language and its use in everyday communication. From road signs, television and radio, to our schools and everyday chatter on the streets, the Welsh language is very much a part of who we are.

We rightly claim that the poetry of our language – one of the oldest languages in Europe, and much more ancient than English – has a strong influence on our food and drink produce, just as it shapes our outlook, politics, culture and sense of place.

Using Welsh to sell products – whether in marketing material or on packaging – can add a new and unique dimension and satisfy the consumer looking for a certain sense of identity that will separate your offer from others.

And if you're not a Welsh speaker yourself, fear not, because help is plentiful - from badges that can identify your Welsh speaking staff to assistance with translations and guidance on the use of the language. In fact, we're so proud of the language and so eager to share it that we even have a Commissioner who can help: www.comisiynyddygydraeg.cymru

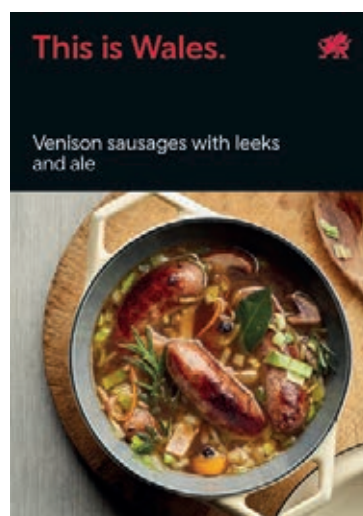
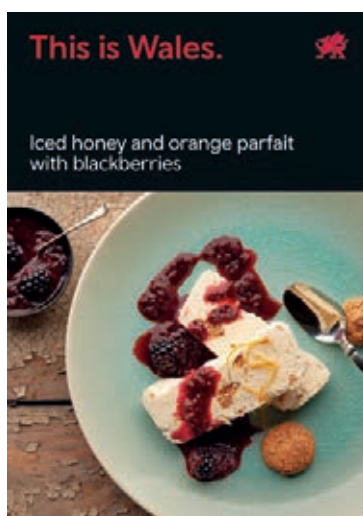
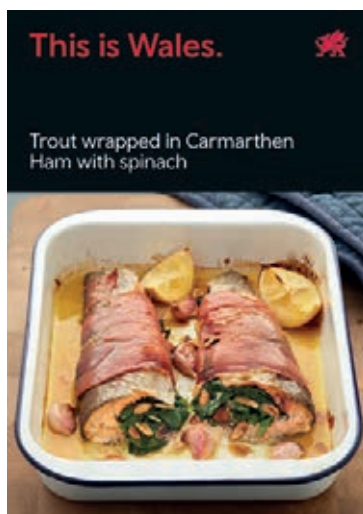
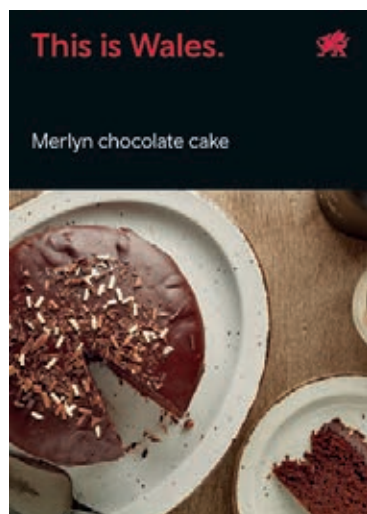
Whether you're selling in Wales or selling Welsh things outside of Wales, it's always good to use the Welsh language. It is, after all, 'the language of heaven'.

Here are a few phrases to get you started (not all heavenly):

- Iechyd da / Cheers
- Pobi cartref / Home baking
- Blasau bendigedig / Wonderful flavours
- Ryseitiau gwych / Fantastic recipes
- Coginio cartref / Home cooking
- Danteithion blasus / Tasty treats
- Dod â dŵr i'r dannedd / Mouthwatering

Recipes.

Go to www.gov.wales/foodanddrinkwales to download a number of traditional Welsh recipes or alternatively get in touch with us direct, bwyd-food@gov.wales if you're interested in printing them professionally.



Beautiful images.

We hope by now that we've got you hooked and psyched up with ideas on how to promote Welsh food and drink. As an added incentive, we commissioned some very fine photographers to take pictures for use in the campaign.

Below is a mood board you can give to your photographer, if you've organised one, to take photos over the campaign period:



Protected Food Names



Protected Designation of Origin (PDO)

Provenance

The EUPFN Scheme was introduced to protect food and drink products on a geographical or recipe basis. Wales currently has a "family" of 14 products that have protected status.



Protected Geographical Indication (PGI)

Heritage

All Welsh PFN products are iconic Welsh products strongly linked to their place of origin, often combining traditional methods of production and local skills which have been passed down through the generations.



Traditional Speciality Guaranteed (TSG)

Quality

The EUPFN Scheme is a globally recognised "quality" scheme. Welsh products with PFN status are unique products with proven reputation and full traceability. products are 100% the "genuine article".

The Welsh Government is committed to supporting Welsh products with PFN status and collaborative activities to promote the Welsh PFN "family".



What's in a name?

Well, quite a lot, actually. Whilst the not-very-snappily titled European Union Protected Food Name (EUPFN) may sound a bit dull, it's a big deal. You'll be familiar with the protection of more famous products, such as Champagne and Parma Ham, but did you know that Wales has 15 protected products, including Anglesey Sea Salt and Welsh Beef, whose authenticity is protected under European Law?

Introduced in 1993, the scheme is designed to protect food and drink products on a geographical or recipe basis, taking into account unique heritage, character and reputation.

It is not just about stocking products with a nice logo slapped on them – Protected Food Names (PFNs) reap great rewards. Consumers really appreciate products under the PFN banner – the proof of the pudding being that they are more willing to purchase, see the mark as trustworthy and denoting good quality, and will pay more. In short, the holy grail of retailing.

There can be no doubt that there's real added value in stocking these products and making the case to your customers by raising awareness of the significance of protection under the scheme that not only put our great Welsh products on a par with Champagne and Parma Ham, but that are recognised and enjoyed by consumers worldwide.

But don't just take our word for it: holders of this coveted designation wax lyrical about marketing advantage, business growth, and brand recognition – all of which contributes to product success.

**"It sets us apart from our competitors and acts as a quality standard.
It gives our product a USP."**

Alison Lea-Wilson, joint founder Anglesey Sea Salt

Meet the current Welsh PFN 'family'...

- Traditional Welsh Caerphilly (PGI)
- Carmarthen Ham (PGI)
- Traditional Welsh Cider (PGI) & Traditional Welsh Perry (PGI)
- Conwy Mussels (PDO)
- West Wales Coracle Caught Sewin (PGI)
- West Wales Coracle Caught Salmon (PGI)
- Anglesey Sea Salt/Halen Môn (PDO)
- Traditionally Reared Pedigree Welsh Pork (TSG)
- Welsh Laverbread (PDO)
- Welsh Wine (PDO, PGI)
- Pembrokeshire Early Potatoes (PGI)
- PGI Welsh Lamb
- PGI Welsh Beef

The world of Welsh food and drink – in bite sized chunks

We know, we know. It's daunting, isn't it? The great news is that Wales has witnessed a gastronomic awakening in the last decade; but where to start?

Fortunately, we've got that one covered, too. In response to the ever growing, massively developing, hugely successful food and drink industry in Wales, the Welsh Government has started to organise the different interests into clusters, enabling specific producers to network and share good ideas, and help suppliers and stockists make sense of what's on offer.

One of the main focusses of the Food & Drink Wales Cluster Networks is to help the industry to 'exploit commercial opportunities' (otherwise known as 'sell their products to customers'). That's where you come in: the retailer.

There are Cluster Networks covering all sorts of specialties, from drinks to seafood, fine food to nutri-Wales, even CEO and export clusters. Designed to maximise economic growth in Wales, they bring together like-minded people with the key objective of helping businesses grow.

So, don't be shy. If you want the support and need to know how to work with suppliers, develop capacity and capability, and exploit commercial opportunities (that phrase again), Cluster Networks could be for you.

Find out more about the Cluster Network at gov.wales/foodanddrinkwales



Bwyd a Diod Cymru
Rhwydwaith Clwstwr
Food & Drink Wales
Cluster Network



Food, drink and the blog: A match made in heaven

The blog is the perfect complement to food; the condiment that adds the perfect finish to your dish. Part journal, part opinion piece, often mixed with sharp wit and promoted over social media: blogs can attract big audiences. Bloggers are eager to try new things, promote good ideas, and share great tastes. All of which means that if you serve them up a tasty offering, they're bound to bite!

Five really good things you should know to successfully navigate the wonderful world of blogging:

- 1 Research: Type 'Wales Food Bloggers' into your search engine and be wowed by a world of eaters, drinkers, and talkers, united in their quest to promote food. It's also essential that you target the right blogger that complements your offer,
- 2 Tone of voice: Make sure that what you are saying fits in with the blogger's style, tone, and average length of the blogs posted. Also try and engage with them directly.
- 3 Do your own PR! Relentlessly promote the blog post over your own social media channels and encourage your favourite customers to read the blog and leave positive comments.
- 4 Don't confine your ambitions to this side of Offa's Dyke. Fifty-six per-cent of UK consumers believe that Wales is known for producing great food and drink. **#ThisisWales** is taking the message far and wide, and the world is your (pan fried) oyster.
- 5 Finally, here at Food and Drink Wales, we are big fans of lists. The humble list turns confusion into clarity, chaos into order. We think you should start with these:
 - o What you are promoting and your food themes: 'meat', 'organic', family farmed', 'vegetarian', 'locally sourced', 'fair trade'.
 - o The bloggers you've identified who most closely align to the products you're promoting.
 - o Visuals that you can share with the bloggers: displays/stalls, brand images, product ingredients, recipes, purchasers, endorsements, quality marks.
 - o Key dates and seasons and the link with your products.



Share the love of Santes Dwynwen

The Welsh are a loving nation, and we don't need much of an excuse to cwtch up and get all romantic (honestly). Thank heavens, then, that we have two bites at the love cherry in the shape of St Valentine's day, and his lesser known cousin, Santes Dwynwen, which is celebrated on 25th January. What better way to celebrate love, and spark romance, than food? And when it comes to St. Dwynwen's Day there can only be one way to say it: with Welsh food and drink. Oh, and don't forget to say 'dwi'n dy garu di' (I love you).

- Dwynwen means 'she who leads a blessed life'.
- Dwynwen devoted herself to God and founded a convent in Llanddwyn, Anglesey.
- She died in 465AD and the Santes Dwynwen well in Llanddwyn became a place of pilgrimage.
- She was one of twenty-four (yes! Twenty-four!) daughters of King Brychan Brycheiniog and reputed to be the prettiest.
- The ruins of St Dwynwen's church can still be seen today.

Why is 1st March such a big deal?

David, ancient miracle maker (he made the earth rise beneath his feet), epic pilgrim (he went all the way to Jerusalem), and all round good bloke, probably known as 'Dai' to his friends. In Wales, we like our history. We like an excuse to dress up. We like to have a special day. And that's why on 1st March we are unapologetic about the joy we feel when we adorn our heads with leek and daffodil related millinery.

- 1 St David's Day falls on the day that Saint David died in 589 – 1st March
- 2 "Gwnewch y pethau bychain" or "do the little things" is considered St David's most famous phrase and was one of the last words he spoke before dying
- 3 There are many stories of St David's miracles, including bringing a dead boy back to life and restoring a blind man's sight
- 4 His most famous miracle occurred in Llanddewi Brefi, when according to legend a huge crowd turned up to hear one of his sermons. To allow everyone to see him, he placed a handkerchief on the floor and stood on it, when a small hill raised him from under his feet, allowing everyone a good view
- 5 It is claimed that St David lived for over 100 years.



Quirky food facts.

The wind that feeds

Growing corn, milling flour and bread making has been an essential part of Welsh life for thousands of years. Anglesey, the island of windmills, was called 'Môn, Mam Cymru' ('Anglesey, Mother of Wales') as it was reputed to have enough corn growing to feed the whole country.

Griddled not baked

Traditionally Welsh cakes were cooked over a hot bake-stone, but iron griddles were later used and are now the predominant method used to cook them. They have gone by a few different names including their Welsh language names 'Cage Bach' or 'Picau ar y Maen' but also they are known as 'Griddle Cakes', 'Welsh Tea Cakes' and 'Welsh Miner Cakes'.

Rolling rivers

Many Welsh rivers are named after the pig family – Hwch, Twrch, Aman, Banw, Machno a Soch. Rivers burrow or cut through the land, like a pig searching for acorns, roots and mushrooms. The pig also enjoys rolling in mud – not because it's a dirty animal but because a layer of mud keeps it cool and protects it from the sun's rays.

Prized possessions

The Welsh farmland has been home to native breeds of cattle for thousands of years. Early Celtic tribes rarely slaughtered their animals for meat, doing so only for special feasts. The owner's wealth and status would be reflected by the size of his herd. The word for cattle still in use in south Wales is 'da' (meaning 'money' or 'possession').

Mutton dressed as...

For some, mutton is meat from a 'wether' (castrated male sheep) and to others, from an older breeding ewe. Either way, the best meat (especially the Welsh Mountain breed) is produced from October – March after long summer grazing. 'The leg of mutton of Wales beats the leg of mutton of any other country.' George Borrow, *Wild Wales*.

In the pink

Sewin (sea trout) will only feed at sea and the colour of its flesh will be affected by its diet which may include mysids and shrimp, giving it a distinctive light pink colour with good muscle tone and a fresh fish smell.

Salty but nice

The Celts were big believers in the culinary and preservative miracles possible through the heavy use of salt. As well as a preservative for meat, salt was central to the production of Welsh butter, a practical way of bringing luxurious fats and flavours to an otherwise frugal peasant diet. Proper Welsh butter still contains enough salt to make a cardiologist weep. Delicious though.

Holy cheese

The idea that Welsh rarebit, ('caws pobi' in Welsh), was a dish irresistible to the Welsh has existed since the Middle Ages. In 'The Hundred Merry Tales' (1526) God, apparently, grows tired of the rowdy Welshmen in heaven and instructs St Peter to do something about it. St Peter responds by shouting 'Welsh rarebit' and all the Welshmen run out. St Peter locks the gates behind them, which is why, apparently, there are no Welshmen in heaven.

Want to know more?

bwyd-food@gov.wales

gov.wales/foodanddrinkwales

[@FoodDrinkWales](https://twitter.com/FoodDrinkWales)

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