



Bwyd a Diod Cymru
Food & Drink Wales

The European Union Protected Food Name Scheme (EUPFN)







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”.

For further information please contact the Welsh Government.

The Vale of Clwyd Denbigh Plum (PDO)



Provenance

In 2019, “The Vale of Clwyd Denbigh Plum” was awarded Protected Designation of Origin (PDO) status. All plums must be from the Denbigh Plum variety and grown in the Vale of Clwyd in North Wales. Surrounded by hills and protected from the elements the Vale of Clwyd provides the perfect environment for the plums to flourish.

Heritage

The Denbigh Plum variety is the only native plum of Wales. The history of plum production is clearly visible in the locality, with several streets and houses in Denbigh being named after the fruit. Until recently production of “The Vale of Clwyd Denbigh Plum” had largely died out but now spurred on by a community led initiative, there has been a resurgence in the area, to grow these unique plums.



Quality

The plum is distinctly “egg shaped” and its colour is a rich purple red, strewn with golden speckles. It has a long growing season which gives the plum more time to fully develop a depth of flavour and sweetness which makes it so unique.



Traditional Welsh Caerphilly (PGI)



Provenance

In January 2018 Traditional Welsh Caerphilly was awarded Protected Geographical Indication (PGI) Status. “Traditional Welsh Caerphilly is a “Caerphilly” styled hard cheese made in Wales from milk produced on Welsh Farms.

Heritage

“Traditional Welsh Caerphilly” has the reputation of being historically Wales’s only native cheese and is based upon a 1907 recipe. Cheese making is both an art and a science which requires skill throughout the cheese making process. The skill base for making a “Traditional Welsh Caerphilly” cheese has been developed and associated with Wales since the early 19th century and has remained largely unchanged for generations.



Quality

“Traditional Welsh Caerphilly” is widely recognised as a quality artisanal Welsh cheese and has won numerous awards. It is normally presented as a flat round “naked” cheese with a uniform consistent creamy texture. The cheeses has a mild slightly “lemony” taste which is designed to be eaten young from 10 days old or it can be matured for up to 6 months for a more developed fuller flavour.



**Main Contact: Carwyn Adams Tel: 01239 710432 E-mail: info@cawscenarth.co.uk
@fooddrinkwales www.gov.wales/foodanddrinkwales**



Carmarthen Ham (PGI)



Provenance

Carmarthen Ham, an air dried, salt-cured ham, was granted its Protected Geographical Indication Status (PGI) by the European Commission in 2016. Only ham that has been produced in a specified area around the market town of Carmarthen town can be sold as Carmarthen Ham.

Heritage

Carmarthen Ham has been sold since the 1970's and its growth in popularity continues today. Championed by the Rees family the traditional method of production is still a cottage industry, where knowledge and skill have been passed down from one family member to the next.



Quality

The delicious air-dried meat has gained popularity overseas and has won awards for its incredible taste. Carmarthen Ham has been served at Royal Garden Parties and is regularly featured on television. Carmarthen Ham is sold thinly sliced, its melt in the mouth texture, paired with a mellow and salty taste is what makes this a stand out product.



Main contact: Chris and Ann Rees Tel: 01267 237687 E-mail: chrisaann@hotmail.com
@fooddrinkwales www.gov.wales/foodanddrinkwales



Provenance

Traditional Welsh Cider and Traditional Welsh Perry were awarded Protected Geographical Indication Status (PGI) by the European Commission in 2017. Now only apples and Perry pears grown and pressed in Wales can be sold as Traditional Welsh Cider and Traditional Welsh Perry.

Heritage

These products are new additions to the Welsh Protected Food Names "family" after a revival fuelled by small artisan orchards within Wales. The fruits are left to ripen naturally. The sorted, cleaned, pulped, pressed and blended fruits are then fermented. This creates elevated flavours and exciting colours without any additives – it's all 100% natural apple and pear juice.



Quality

Cider can be bitter, sharp or sweet; its colour can vary from very pale to deep, rich and dark. Traditional Welsh Perry can vary from softened yellow tones to a deepened gold tinge. There's no additives or extra sugar, just all natural flavour combinations. Both beverages can be clouded or clear, still or sparkling, and they're guaranteed to tantalise your taste buds.





Provenance

Conwy Mussels were awarded Protected Designation of Origin status (PDO) by the European Commission in 2016. Only wild mussels harvested from the natural seed beds of Conwy Estuary in North Wales can be sold as Conwy Mussels.

Heritage

Conwy Mussels are harvested in the traditional way, hand raked instead of dredged. The mussels are left to grow for at least two years, and the process is all natural – that's what makes them taste so wonderful. Collecting the mussels with long hand rakes from small boats, takes practice and skill. The skilled Conwy mussel men have been taught to hand rake by their fathers before them, safeguarding the industry's authenticity.



Quality

These mussel men respect their product and the environment it grows in. They reap the rewards of their careful practices as these more mature mussels are bigger, tastier, and 'meatier' than those which are rope grown. The mussels are purified and cleaned quickly so they can be sold fresh at market and enjoyed at their best.





West Wales Coracle Caught Sewin (PGI)



Provenance

West Wales Coracle Caught Sewin was granted Protected Geographical Indication (PGI) status by the European Commission in 2017. Now only wild Sewin caught using traditional methods in the rivers Taf, Tywi, Teifi can be sold as West Wales Coracle Caught Sewin.

Heritage

Coracle fishing is a highly skilled and ancient Welsh traditional method of fishing. The small oval boats are shaped like baskets and made by skilled fishermen using ash and willow. Two fishermen then work together in perfect harmony. Fishing at night to avoid casting shadows on the water, they keep steady and hold a net between them ready to intercept the fish.



Quality

Fresh Sewin are caught in pristine condition as soon as they enter the river systems from the sea in the low and tidal waters of the river. The fresh Sewin are bright silver in colour with black spots, the flesh is a wonderful light pink colour and has a firm texture. West Wales Coracle Caught Sewin is in great demand by locals, tourists and in high end stores such as Harrods.



**Main Contact: Julie Rees Tel: 07974772394 E-mail: juliecoracles@gmail.com
@fooddrinkwales www.gov.wales/foodanddrinkwales**



Anglesey Sea Salt/ Halen Môn (PDO)



Provenance

Anglesey Sea Salt/Halen Môn was awarded its Protected Designation of Origin Status (PDO) by the European commission in 2014. Only salt harvested in Menai Strait in Anglesey can be sold as Anglesey Sea Salt/Halen Môn.

Heritage

In 1997 Alison and David Lea-Wilson had a small idea that was set to become a huge success. Boiling up Anglesey Sea water on their AGA marked the beginning of the Anglesey Sea Salt Company. Their range of pure and flavoured salts are additive free and contain naturally occurring trace elements and minerals. The salt is enjoyed around the world and was even served at the 2012 Olympics.



Quality

Anglesey Sea Salt/Halen Môn's crystalline white flakes are distinctive in taste and texture due to their mineral content. The salt water is naturally filtered, once it has been evaporated it forms salt crystals which are harvested by hand. The salt is then rinsed in brine and packaged.



Main contact: Alison and David Lea-Wilson Tel: 01248 430871
E-mail: alison@halenmon.com @fooddrinkwales www.gov.wales/foodanddrinkwales



Traditionally Reared Pedigree Welsh Pork (TSG)



Provenance

Traditionally Reared Pedigree Welsh Pork was awarded Traditional Speciality Guaranteed Status (TSG) by the European Commission in 2017. Only pork from traditionally reared Pedigree Welsh Pigs can be sold as Traditionally Reared Pedigree Welsh Pork.

Heritage

Pig rearing has been a part of Welsh farming throughout the ages and pork was a staple part of people's diet in rural Wales for many years. Other livestock was usually sold at market at a good price which allowed farmers to keep their pigs for their own consumption. Each and every part of the pig was used; eaten by families and shared within the community.



Quality

Selective and careful breeding along with excellent animal husbandry have ensured the high quality of Traditionally Reared Pedigree Welsh Pork. The care of each farmer contributes to the pork's fantastic taste. These pigs are happy, healthy and allowed to grow and mature at a much slower rate than many commercially farmed pigs. This gives the meat more time to develop and intensify its flavours.



Welsh Laverbread (PDO)



Provenance

Welsh Laverbread was awarded its Protected Designation of Origin Status (PDO) by the European Commission in 2017. It joins a host of other iconic Welsh products which have also reached the prestigious Protected Food Name status. Now, Welsh Laverbread can only be produced in Wales from laver collected or “plucked” along the Welsh coastline.

Heritage

The Welsh Laverbread industry began in Pembrokeshire and Gower; laver was plucked, dried and then sold on to be cooked and sold at markets such as Swansea. Although processes of cooking have been modernised the traditional ‘cottage industry’ is still honoured. Welsh Laverbread is still traditionally minced to the perfect consistency, a skill that has been maintained from the industry’s beginning to the present day.



Quality

Known as ‘Welshman’s Caviar’ the thin black, green and purple laver is cooked until it becomes a blackened green colour. Its taste and smell are predominantly of the Welsh Sea, a robust and full flavour. It is traditionally fried and served at breakfast with cockles and bacon.





Welsh Wine (PDO, PGI)



Provenance

Wine producers in Wales are now able to attain Protected Designation of Origin (PDO) or Protected Geographical Indication (PGI) Status from the European Commission for wine made from grapes grown in Wales. The status is awarded to individual wines after an application process and approval from a tasting panel.

Heritage

Welsh wine is gaining popularity and the wine industry here in Wales is beginning to blossom. Welsh wines are gaining recognition for outstanding taste. Over twenty varieties of grape are now grown in Wales and there are a multitude of vineyards that have been awarded PDO/PGI status including, White Castle and Glyndŵr Vineyard.



Quality

Vineyards produce a wide variety of red, white and rosé wines. White and rosé wines can be still or sparkling. Thanks to the hard work of those who produce Welsh wine the industry is reaching new heights, achieving great flavours which are recognised and appreciated around the world.



Main contact: Robb Merchant Tel: 01873 821443 E-mail: robb@whitecastlevineyard.com
@fooddrinkwales www.gov.wales/foodanddrinkwales



Provenance

On the 4th of December 2013 the European Union Protected Food Name Scheme awarded Pembrokeshire Early Potatoes it's Protected Geographical Indication status (PGI). Now only early potatoes grown in Pembrokeshire using traditional methods can be sold as Pembrokeshire Earlies.

Heritage

Growing and harvesting these Welsh iconic potatoes is both a science and an art, using the local know-how, passed down from one generation to the next. The potatoes are often handpicked, especially earlier in the harvest season. Maris Peer and Lady Cristal varieties – among others – are ideal for the Pembrokeshire soil, climate and production methods.



Quality

The result is a small bright white potato with a creamy texture. Pembrokeshire Earlies are so fine-skinned that the first crop harvested in May is sold 'dirty' to keep its delicate skin intact.

These first of the season Pembrokeshire Earlies have a distinctive, strong, earthy flavour and aroma.



PGI Welsh Lamb



Provenance

In 2003 Welsh Lamb was awarded Protected Geographical Indication (PGI) status. Now only lambs that are born and reared in Wales and sent to a PGI approved abattoir can be sold as PGI Welsh Lamb.

Heritage

Welsh Lamb is referenced throughout history. Its production continues to be an incredibly important part of Welsh heritage and culture. Traditional husbandry methods have been handed down by farmers over generations. It is their passion, love and care that makes PGI Welsh Lamb renowned around the world.



Quality

Governing Bodies protect the integrity of this product, insuring a high standard of animal welfare and full traceability. Welsh Lamb PGI is sweet and succulent and can be sold as whole carcasses or approved cuts. The quality of Welsh Lamb PGI is renowned around the world as an iconic Welsh product.

PGI Welsh Beef



Provenance

In 2002 Welsh Beef was awarded Protected Geographical Indication (PGI) Status. This was the first product in Wales to achieve protected status. Now only cattle born and reared in Wales and sent to a PGI approved abattoir can be sold as PGI Welsh Beef.

Heritage

Welsh Beef is referenced throughout history. Its production continues to be an incredibly important part of Welsh heritage and culture. The traditional husbandry methods of each farmer have been handed down over generations. It is their passion, love and care that makes PGI Welsh Beef renowned around the world.



Quality

Welsh farmers take pride in rearing their Welsh livestock in the beautiful Welsh countryside and Governing Bodies protect the integrity of this product, insuring a high standard of animal welfare and full traceability. PGI Welsh Beef is generally firm, deep red in colour and well marbled.