

Food Tourism Toolkit

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Wales.
A reputation
for excellence.

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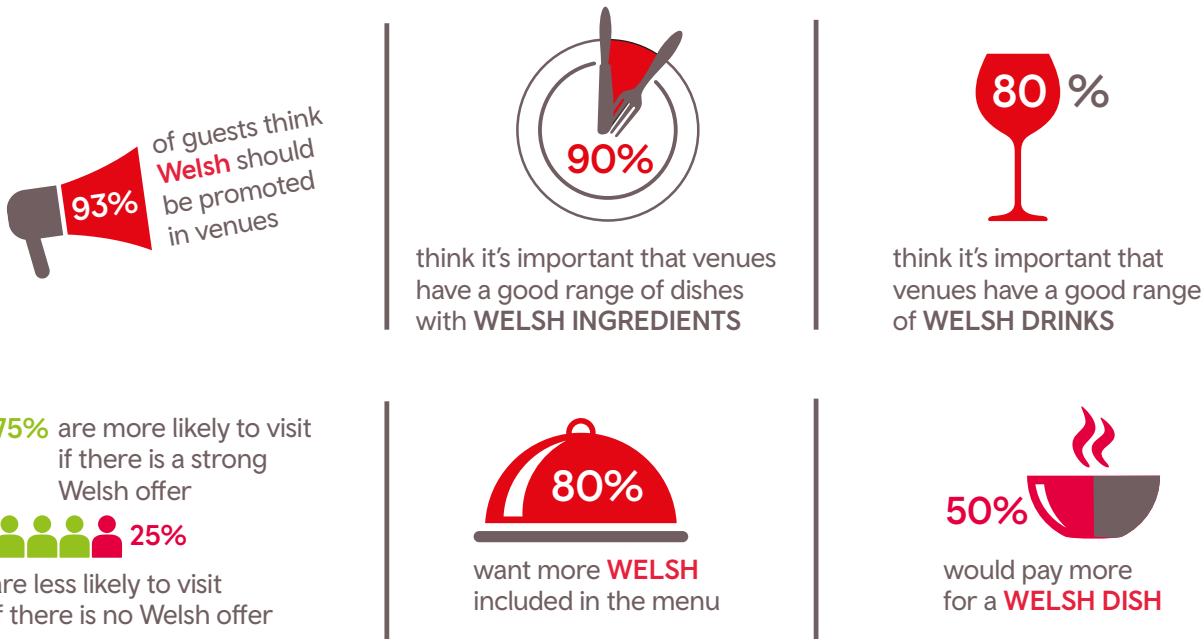
Harnessing the power of 'Welshness'

To attract more shoppers and guests, increase sales, and increase loyalty

Welshness in Retail...



Welshness in Food Service...



Source: Welsh Government Insight Programme 2020 and 2021 (400 Welsh Shoppers, 1000 English Shoppers)

Welsh food and drink.

Food Tourism and Culture.

Food and drink go hand in hand with hospitality and tourism in Wales. Combine quality seasonal food and local ingredients, interesting places to eat and stay, and some of the world's best chefs, and you define the hospitality sector in Wales with its deserved reputation for excellence.

Food is important to our visitors.

More and more, food is an important influence on people's decision to visit Wales. It's because they are more discerning, and take an interest in where their food comes from and what happens on its journey to their plate. The two sectors of food and tourism are therefore particularly important in Wales, and we've developed complimentary strategies to develop both sectors.

We want to build relationships between the hospitality and catering industry and local food and drink producers, and in this way make sure there is a constant supply of fresh, seasonal produce to cater for the visitor's every taste.



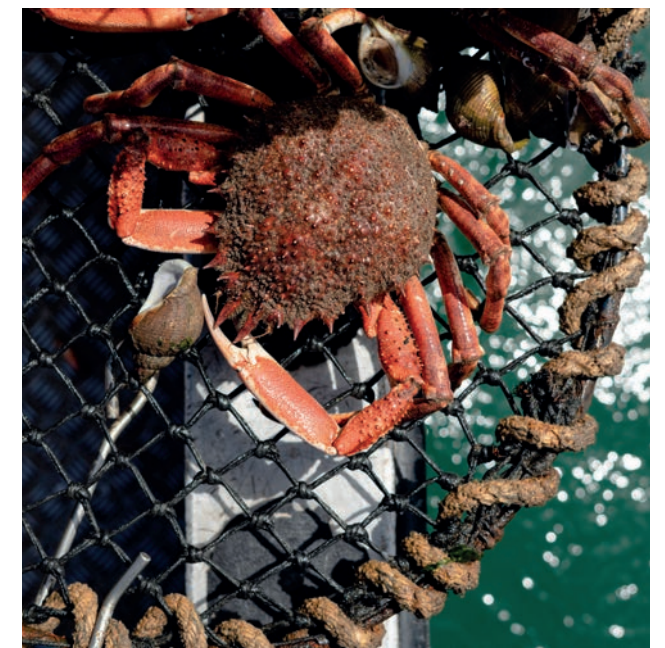
Boosting the image of Welsh food and drink.

Food tourism is about helping visitors uncover our local, culinary gems – by championing the regional distinctiveness of our produce so that first-time visitors feel a connection to the area and want to return for second helpings.

The Welsh Government's Food Division and Visit Wales jointly launched the 'Food Tourism Action Plan for Wales', recognising the potential for growth within this sector. Food Tourism is defined by Welsh Government as 'any activity that promotes a high quality, distinctive, local and sustainable food experience linked to a particular place.'

The Food Tourism Action Plan targets key actions to raise awareness and make information readily available to visitors and to assist food producers and tourism businesses to work together. These include:

- Encouraging Welsh hospitality businesses to source more local produce;
- Increasing prevalence of Welsh food and drink on menus and in shops;
- Improving visitor access to Welsh food and drink.





Food Tourism Business Support.

Why is food tourism important for Wales?

In 2019 there were 87.3 million day visits in Wales generating an expenditure of £3,447 million, 40% of which was spent on food and drink. Food plays a key role in telling the story of Wales and developing a strong and unique sense of place which will attract customers to return again and again and spend money in the Welsh economy, supporting tourism businesses and the wider economy.

Why is food tourism important for your business?

Offering an authentic Welsh food and drink experience to your customers will help differentiate your business from your competitors. Whether you are a restaurant, bar, hotel, B&B, cafe or tourist attraction, food and drink is an integral part of your overall customer experience. Offering good food and drink will help you attract and delight more visitors, encouraging them to spend more with you, repeat their visits and tell family and friends about you. All of this is good news for your sales and profit margins.

Five reasons to offer locally sourced or Welsh food:

- ✓ Serving locally sourced or produced food could help you charge a premium. People are prepared to pay more for freshness and a known provenance, so make sure you and your staff know where the food has come from and how it was prepared
- ✓ Increase sales by using Welsh food to increase incidental spend and encourage a longer stay if you are a visitor attraction
- ✓ Use Welsh food and drink to offer your visitors a more authentically Welsh experience which they will remember and share with friends and family. Your customers are more likely to come back and recommend others to visit you
- ✓ By using high quality Welsh food and drink you can widen your target market and attract visitors who might not usually come to your business. Perhaps your café in a visitor attraction could become a destination in its own right rather than incidental to the day out
- ✓ The food and drink sector plays a vital role in the Welsh economy. By supporting local producers and suppliers like your local butcher, fishmonger, baker, farm, etc you will become more sustainable by helping to grow your local economy which ultimately will be good for your business



Menu makeover.

Here are just a few ideas on how to describe dishes you may already offer on your menu. A simple change to your descriptions will tell a much clearer story about both the food that you serve and where it has come from. Of course, if your local butcher makes great sausages, or you have a local cheese producer close to you, then use these ingredients. The items below are just for illustration.

Snacks & Desserts

Before

BLT

Welsh Rarebit

Fish platter

Cheese and biscuits

Scones and jam

Bread and butter pudding

After

Myrddin Heritage bacon, laverbread, tomato and toasted Alex Gooch sourdough

Snowdonia rarebit with home pickled red onions and salad leaves

A sharing platter of Black Mountains smoked trout, Patchwork's peppered mackerel paté, Parsons' cockles, laver toast and Blodyn Aur mayo garden herb and lemon dip

Blaenafon Pwll Mawr, Caws Cenarth Caerffili, Teifi with laverbread, Angiddy, Trefaldwyn Blue, Cradoc's savoury biscuits and Calon Lân apple chutney

Home made buttermilk and lemon scones served with Daffodil clotted cream and Welsh Lady strawberry preserve

Bara brith and butter pudding with Merlyn liqueur served with award winning Conti's vanilla ice cream

Main courses

Before

Steak and chips

Sausage and mash

Fish and chips

Lamb shank with vegetables

Vegetarian sausages

Venison steak with fruity sauce

After

Pan fried Celtic Pride sirloin steak, roast onions, Portobello mushroom with Gower potato house wedges

Edwards pork and leek sausages, Pembrokeshire mash with mustard and Hallets cider and onion gravy

Welsh beer battered haddock with Halen Môn salted Blas y Tir chips

Welsh mountain lamb shank, slow cooked with a cawl broth

Glamorgan sausages - a traditional recipe of crispy vegetarian sausage made with Hafod cheddar, leek, breadcrumbs and herbs served with a seasonal salad and vine roasted tomatoes

Brecon Venison haunch steak served with Afon Mêl blackberry mead sauce

Food and drink which can be sourced from Wales.

Category	Products
Red meat (raw)	PGI Welsh Lamb, PGI Welsh Beef, pork from Wales, veal
Cooked/prepared meat	Charcuterie, bacon, air dried hams, pastrami, patés
Game	Wild venison, farmed venison, pheasant, grouse, partridge, quail, woodcock, pigeon, rabbit, hare
Poultry	Chicken, turkey, duck, teal
Fish	Cod, haddock, sea bass, plaice, turbot, dover sole, lemon sole, grey mullet, brill, pollack, red gurnard, sprats, mackerel, trout, salmon, sewin
Seafood	Cockles, mussels, oysters, scallops, lobster, brown crab, spider crab, brown shrimps, prawns, razor clams, whelks, laver weed
Dairy	Milk, cream, butter, yoghurt, cheese, ice cream
Eggs	Hen, duck, geese, quail
Fruit and vegetables	Potatoes, carrots, swede, parsnips, celeriac, leeks, onions, beetroot, turnip, cabbage, kale, chard, spinach, broccoli, purple sprouting, cauliflower, spring onions, sweetcorn, watercress, lettuce, tomatoes, asparagus, celery, cucumber, peppers, radish, marrow, squash, courgette, beans, mushrooms, peas, herbs, apples, pears, quince, rhubarb, plums, damson, greengage, cherries, soft fruits - berries, currants, nuts, edible flowers
Prepared fruit and vegetables	Preserves, jams, chutneys, sauces, relishes, mustard, prepared vegetables, dried fruit, patés, crisps
Bakery and confectionary	Bread, cakes, biscuits, desserts, cereals, chocolates, meringues, sweets, fudge, honey
Dry ingredients	Flour, herbs, spices, bread and cake mixes
Alcoholic drinks	Still and sparkling wine, perry, cider, gin, vodka, rum, whisky, beer, liqueurs
Non alcoholic drinks	Gin, beers, kombucha
Soft drinks and water	Mineral and spring water, apple juice, pear juice, flavoured waters, flavoured drinks, fruit smoothies

Tips for improving your customer's Welsh Food and Drink experience.

- Maximise your Welsh assets – our Welsh food and drink is unique to us and no-one else can offer it
- Make sure you and your staff know about Welsh national, regional and local dishes (see our example sheet for ideas). Do you know about the history of the food? Find out about it and tell your customers. Brief your staff about key details/ingredients
- Display a map showing where your suppliers are located
- Go with the seasons – take advantage of plentiful times to drive margins and offer variety on your menu
- Get to know your suppliers – build a relationship with them, as they may be able to help you with promotional material, staff training and signpost you to other businesses
- If you use family recipes, tell the story behind them. Maybe on the menu, on place mats or just make sure staff can tell the story
- If you have a garden which produces the vegetables/salads/herbs on your menu, then make sure you promote it; invite guests to look around the garden or display photos
- Review your menu – use our menu makeover guide to help you. Can you improve the titles and descriptions of your dishes to emphasise the local or Welsh character?
- Review the individual ingredients in your dishes – can you substitute one or more of the ingredients for local or Welsh alternatives? Wales offers a huge range of product categories – check out our product sourcing guide to help you. Just start with replacing one to two items or dishes if you want
- Could you sell Welsh food and drink products for customers to take home? You increase sales and they can replicate their fantastic Welsh experience – everyone wins!



- Know your competition. Who in your area offers Welsh food really well? Go and visit and learn. If you are on holiday, learn from other regions or countries
- Shout about your distinctive Welsh food and drink. Use social media to talk about your food, upload photos – create a conversation and engage with people
- If you source your food products and ingredients locally, tell your customers – they will love your sustainable ethos
- Make sure you know what other great food and drink businesses there are in your local area so you can cross promote your businesses – work together to keep more £s in your local community
- If your products or ingredients have won awards e.g. the Great Taste Awards, show it on your menu, blackboards, etc
- Use the Welsh language on your menus to reinforce the authenticity and sense of place. You could have a fully bilingual menu, translate headings or include dish names
- Use styling props to enhance the Welsh character of your business e.g. use Welsh slate for your cheese board



Welsh regional & national dishes.



Welsh regional dishes.

Anglesey eggs

A traditional vegetarian recipe from Anglesey made with leeks, eggs, potatoes and cheese. Add sautéed sliced leeks to mashed potato and fill the bottom of an ovenproof dish then top with hard boiled eggs and finally pour over a Welsh cheese sauce and bake.

Laverbread (Bara lawr)

Laverbread is a Welsh delicacy made from laver - an edible seaweed gathered mainly in west Wales. Traditionally mixed with oatmeal and fried in bacon fat for breakfast, laverbread is now used in egg dishes, with fish, lamb and sauces. There is even a special day dedicated to celebrate laverbread on April 14th!

Glamorgan sausages

Originally made with Glamorgan cheese, now no longer available. These vegetarian sausages are now traditionally made with Caerphilly cheese but you can replace with any good Welsh cheese mixed with leeks, herbs, eggs and mustard.

Katt pie

A small lamb or mutton and dried fruit pie which was a speciality at the Templeton Fair in Pembrokeshire for over two hundred years.

Baked/poached sewin

In Wales, sea trout is called sewin, and this is a very popular way to cook the fish. West Wales coracle caught sewin has a special UKGI status which guarantees full traceability.

Miser's feast/tatws pum munud/miner's supper

This dish of bacon and potatoes has many descriptions varying from region to region. Some northern regions call it 'five minute potatoes', in the west it may be called 'roast potatoes and bacon' and 'the miser's feast' in other regions. The miser would eat the potatoes one day, mashed up in the liquid, keeping the bacon to be eaten the next day with plain boiled potatoes.

Swansea breakfast

This recipe combines cured bacon with local seafood from the Gower including Penclawdd cockles and laverbread, a type of seaweed which is collected along the coastline -serve with toast.

Shearing cake (Cacen Gneifio)

A cake with caraway seeds traditionally made at shearing time - add some lemon zest for a contemporary twist and serve with tea.



Teisen lap

Teisen lap was regarded as an 'ordinary' cake baked fairly regularly in the coal-mining villages of south Wales. It stood the miner in good stead as a 'sweet' for his mid-day meal underground and the moist texture of the cake prevented it from crumbling in his tuck-box. The name teisen lap describes the texture of the cake as the abjective llap, now almost extinct, means moist or wet.

Snowdon Pudding (Pwddin Eryri)

A traditional Welsh steamed fruit pudding, served with a wine sauce, which was served in the hotel at the foot of Snowdon and referred to by Eliza Acton in 1845.

Monmouth Pudding

A traditional pudding similar to the English Queen of Puddings where breadcrumbs are set with eggs and layered with a seasonal fruit jam.

Berffro cakes (Teisennau Berffro)

Made from a shortbread mixture in the shape of a scallop shell, these cakes are a speciality of Aberffraw (Berffro) on the west coast of Anglesey. The flat half of the queen scallop shell is used to imprint the cakes with its shell motif. You can now buy these commercially made.

Tinker's cake (Teisen Dinca)

Traditionally, this apple cake would be baked in a Dutch oven in front of an open fire in some districts in Glamorgan.

Leicecs

This is a traditional Welsh recipe for a classic tea-time treat made from flour, eggs, sugar, butter and milk batter flavoured with orange juice.

Anglesey batter cake (Slapan Sir Fôn)

This is a batter-cake mixture used to make small pancakes on the bakestone which are then split and buttered while still warm.

Potato bread (Bara Tato/Poten dato)

Regularly baked in the counties of Cardiganshire and Pembrokeshire where potatoes were plentiful in the autumn and was usually baked overnight in the residual heat of the bread oven.

Eleveneses cake (Teisen Te Deg)

A cake specially prepared for the mid-morning break in the Lampeter districts and made with dried fruit.



Welsh national dishes.

Cawl (South) Lobsnows (North)

Best made the day before serving, cawl is a hearty dish made of meat and any vegetables available. There are many recipes which are handed down through the family and vary from town to town. Lobsnows would be eaten at lunchtime on north Wales farms or as a 'quarry supper' in the quarry villages and towns and made with slow cooked salt cured beef and root vegetables.

Leek, parsley and potato soup

The Welsh love using leeks in their recipes and this traditional soup is a firm favourite made with plenty of fresh curly parsley.

PGI Welsh Lamb and PGI Welsh Beef

In recognition of the unique high qualities, Welsh Lamb and Welsh Beef have been awarded the coveted Protected Geographical Indication (PGI)/UK GI status which guarantees a premium quality product.

Faggots and peas

Faggots were traditionally made around pig-killing time, usually from not only the liver but also other intestines and wrapped in pig's flead. This is still a popular Welsh dish and can be found in many town markets.

Trout with bacon

This is a well-known Welsh method of cooking trout. Wrapping the trout in bacon helps to retain moisture and complements the earthy flavour of the fish.

Ham with parsley sauce

This is perhaps the most traditional method of serving ham in Wales - ham which is boiled then roasted and served with a white sauce finished with fresh curly parsley.

Rabbit stew

As the uncut area of the harvest field grew smaller, many rabbits would be caught to provide a seasonal meal for the harvesters.

Welsh Rarebit

Perhaps the most famous of all the Welsh dishes, the cheese sauce, best made from strong Welsh cheddar, includes ale and mustard and is spread over toast and browned under the grill.



Welsh cakes

Cooking on a bakestone or griddle has been common practice throughout Wales for centuries. The art of a good Welsh cake is to cook them quickly on both sides so that they stay moist in the centre, but take care not to burn them!

Bara brith

Bara brith means 'speckled bread' and is traditionally made with yeast but these days more often made by soaking fruit in tea overnight before adding the other ingredients. Serve slices spread with Welsh salted butter.

Pancakes

Pancakes have different names in Wales depending on the region. For example in north Wales they are called crempog, in Carmarthenshire they're called cramoth, pancos in Cardiganshire and in Glamorgan, pancakes may be called ffoes or cramoth. They were often cooked for tea on special occasions such as birthdays or when the Minister came to visit and served warm with butter.

Fruit tarts - apple/rhubarb/gooseberry/whinberry/blackberry

All kinds of plate tarts with pastry top and bottom are popular in Wales – any fruit in season can be used.

Rice pudding

This was the pudding most commonly eaten for Sunday dinner throughout Wales. Welsh rice pudding is creamy and flavoured with a hint of nutmeg.

Bread pudding

A traditional dish of fruited bread and baked in the oven, ideal to use left over stale bread.

Bakestone bread (Bara Planc)

Made with a yeast dough or can be made with a dough using another raising agent to make a quick loaf baked on a bakestone or planc.

Honey cake

Honey was plentiful in the country and often used to sweeten cakes.

Scones with buttermilk

Plenty of buttermilk was available on dairy farms after churning fresh butter and often used in baking for a lighter texture.



Oatcakes

In Wales, oatcakes were most often cooked on the bakestone with a simple dough with oatmeal and milk or water.

Fruit cake

From light rub-in method fruit cakes to the darker heavier cakes served at Christmas and celebrations – a popular cake served throughout the country.

Ginger bread

This cake has no ginger in it but tastes as though it has. Traditionally made at many old Welsh fairs.

Apple dumplings

Traditionally, these dumplings are made from short-crust pastry and boiled until the apple is cooked and served with brown sugar and cold milk but you can also bake them in the oven.

Homemade toffee (Cyflaith)

Noson Gyflaith (Toffee Evening) was a traditional part of Christmas or New Year festivities in some areas of north Wales. Toffee making was also common in parts of south Wales, especially in the coal-mining areas.



Tips for finding local suppliers.

- Try your local street or covered market - you can often find high quality fresh fruit and vegetables and other food items fresher and cheaper and of more local provenance than anywhere else
- At farmers' markets, you have the added bonus of being able to meet artisan producers face-to-face and perhaps negotiating a deal that benefits both of you. You can also sample products that use local ingredients and can't be found in supermarkets. For more information on Farmers Markets in Wales, visit www.fmiw.co.uk
- Food festivals are another excellent way of finding out about suppliers and producers in your area. Go along with a set of business cards and pick up theirs from the stallholders, as well as sampling their wares. Such festivals also feature guest chefs and recipe demonstrations. For more information on food festivals, visit www.visitwales.com
- Have you thought of teaming up with other local establishments to set up a buying group? This can allow you to buy in greater bulk and get a better price. Producers will be interested as they will be able to provide a central supply of goods and greater volume and variety. For advice on setting up an organic buying group, visit www.soilassociation.org
- Are there local box schemes in your area? These schemes provide a varied and often seasonal range of food items and ingredients. You can customise your requirements according to your needs and add an element of serendipity whereby you can explore new ingredients you may not have thought of using before. You can search for box schemes in your area through the Soil Association website www.soilassociation.org. Another useful website is www.welshfoodboxcompany.com
- Or you can go direct to the producer and source items yourself. This can have the advantage of building up a good working relationship and making your food and drink really special. It also gives you a story to tell, as you will know exactly how, where and when things were grown or made and you can go on to tell your guests and customers. Feature your supplier on the menu/chalk board by name or even a photograph. This shows a real commitment to local identity and community





For further information on the Welsh GI family, please visit:
gov.wales/foodanddrinkwales



Genuinely Iconic

Welsh food and drink has a deep connection to the landscape, the people and culture. You look after the land, and it looks after you. In a global ecosystem, things like environmental responsibility, sustainability, traceability and social justice really do matter.

Wales has an impressive list of products with Geographical Indication (GI) status. A means to identify quality food and drink that is either unique to the terrain that produced it, or the method by which it was created. There are three different designations: Protected Designation of Origin (PDO), Protected Geographical Indication (PGI) and Traditional Speciality Guaranteed (TSG).

So for a sense of place with what you can taste, why not try one of these genuinely iconic Welsh food and drink products for yourself?



Welsh Wine (PDO/PGI)

The Welsh wine industry is blossoming and rapidly expanding with a multitude of vineyards and over 20 different grape varieties grown. The characteristics of the Welsh landscape produces wine with a crisp acidity, with all vineyards positioned at above 49.9 degrees north, leading to long daylight hours in the growing season and the development of strong aromatic flavours.



Pembrokeshire Early Potatoes (PGI)

These small, bright potatoes are often hand-picked at the beginning of the season in order to protect their delicate skins. When cooked, they have a strong earthy aroma and a smooth, creamy texture.



PGI Welsh Lamb

You can't get more genuinely iconic than Welsh Lamb, with sheep and lamb farming forming a fundamental part in the history, heritage, and culture of Wales. Welsh Lamb is not just a product or a farming practice, it is a sustainable way of life and an integral part of the rich Welsh agricultural tapestry.



Halen Môn / Anglesey Sea Salt (PDO)

Halen Môn / Anglesey Sea Salt is completely additive free and contains over 30 naturally occurring trace elements and minerals. Enjoyed around the world by chefs and food lovers who marvel at the unique, flat crystalline flakes and clean taste of the Anglesey sea water.



Conwy Mussels (PDO)

Conwy Mussels are harvested by hand-raking the natural mussel beds of the Conwy estuary in north Wales. Known for being meaty and juicy with an impressive meat to shell ratio, they have a succulent, rich salty taste with a chewy fleshy texture.



Traditionally Reared Pedigree Welsh Pork (TSG)

Tradition makes up the hallmark of this pork rearing practice, with Traditionally Reared Pedigree Welsh Pork using specific traditional practices which are entirely different to conventional commercial systems of production.



Welsh Laverbread (PDO)

Welsh Laverbread is made from cooked laver (seaweed) which has been plucked by hand from the coastline. It has a unique texture and salty flavour which provides a taste of the fresh, Welsh sea. Famously described by Hollywood legend Richard Burton as "Welshman's caviar".



Traditional Welsh Cider (PGI)

Traditional Welsh Cider is made from first-pressed juice of cider apples from any indigenous and non-indigenous apple varieties grown in Wales. This incredibly natural, traditional drink does not just form a part of historic farming tales – it is a living element of Welsh agriculture.



Traditional Welsh Caerphilly / Traditional Welsh Caerffili (PGI)

Traditional Welsh Caerphilly is based on an unchanged recipe written down by Annie Evans in her notebook in 1907, but which probably dates back well into the 19th century. Having a consistent creamy texture and a mild, slightly 'lemony' taste, the cheese can only be made from cow's milk produced on Welsh farms.



Traditional Welsh Perry (PGI)

The colour of Traditional Welsh Perry typically ranges from pale, almost colourless yellow to dark gold. It has a prominent light or full fruity pear flavour mouth feel balanced with natural sweetness due to the sorbitol content of the perry pears used, and a citrus acidity and delicate fruity aroma.



PGI Welsh Beef

Cattle form a key part of the agricultural landscape in Wales and feed on lush, abundant grasslands which are in turn fed by the wet, mild Welsh climate. All PGI Welsh Beef is reared on Welsh farmland with high animal welfare standards and full traceability.



The Vale of Clwyd Denbigh Plum (PDO)

The Vale of Clwyd Denbigh Plum is the only plum variety native to Wales and is grown in the designated geographical area of the Vale of Clwyd in Denbighshire, north Wales. Boasting a deeper flavour which is sub acid and sweet, it is this depth and sweetness which sets it apart as being unique.



Carmarthen Ham (PGI)

Carmarthen Ham has built on its traditional Welsh roots, where it was sold in the famous Carmarthen market in west Wales, to become internationally recognised and praised. It has a moreish taste and unique silky soft texture which disintegrates as it is pulled apart.



West Wales Coracle Caught Sewin (PGI)

The name given to Salmo trutta fish species which have been caught using the ancient Welsh traditional method of coracle fishing. This produce is synonymous with the Welsh river and seascapes in which it is found.



Gower Salt Marsh Lamb (PDO)

Gower Salt Marsh Lamb (PDO) was the first new product to be awarded UK Geographical Indication Status, following the introduction of the new scheme in 2021. With its unique story and taste, Gower Salt Marsh Lamb proudly leads the way for quality produce in Wales and the UK.



Cambrian Mountains Lamb (PGI)

Cambrian Mountains Lamb (PGI) was the second new Welsh product to be awarded the highly sought-after UK Geographical Indication Status, following the introduction of the new scheme in 2021. Tradition and community are at the heart of this iconic lamb which is inextricably linked to the majestic Cambrian Mountains.

For further information on the Welsh GI family, please visit: gov.wales/foodanddrinkwales



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

The Welsh Government, working with the food and drink sectors have strategically put together a number of Cluster Groups – CEO Cluster, Drinks Cluster, Export Club, Fine Food Cluster, Honey Cluster, Nutri-Wales Cluster and the Seafood Cluster.

These clusters were developed to maximise economic growth within Wales and also to respond to sectors that needed direct Welsh Government support. They bring together like-minded people, with the key objective of helping businesses achieve accelerated growth in sales, profit and employment. The clusters are ambitious and will deliver real step change as opposed to incremental growth.

Clusters will provide you with support and “know how” and enable you to develop opportunities to work with other suppliers, offering solutions to each other to overcome the obstacles to growth, and to exploit commercial opportunities, as well as helping to develop your capacity and capability.

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




Bwyd a Diod Cymru
Clwstwr Maeth-Cymru
Food & Drink Wales
Nutri-Wales Cluster



Bwyd a Diod Cymru
Clwstwr Bwyd Môr
Food & Drink Wales
Seafood Cluster



Bwyd a Diod Cymru
Clwstwr Prif Weithredwr
Food & Drink Wales
CEO Cluster



Bwyd a Diod Cymru
Clwstwr Mêl
Food & Drink Wales
Honey Cluster



Bwyd a Diod Cymru
Clwb Allforio
Food & Drink Wales
Export Club




Bwyd a Diod Cymru
Clwstwr Diodydd
Food & Drink Wales
Drinks Cluster



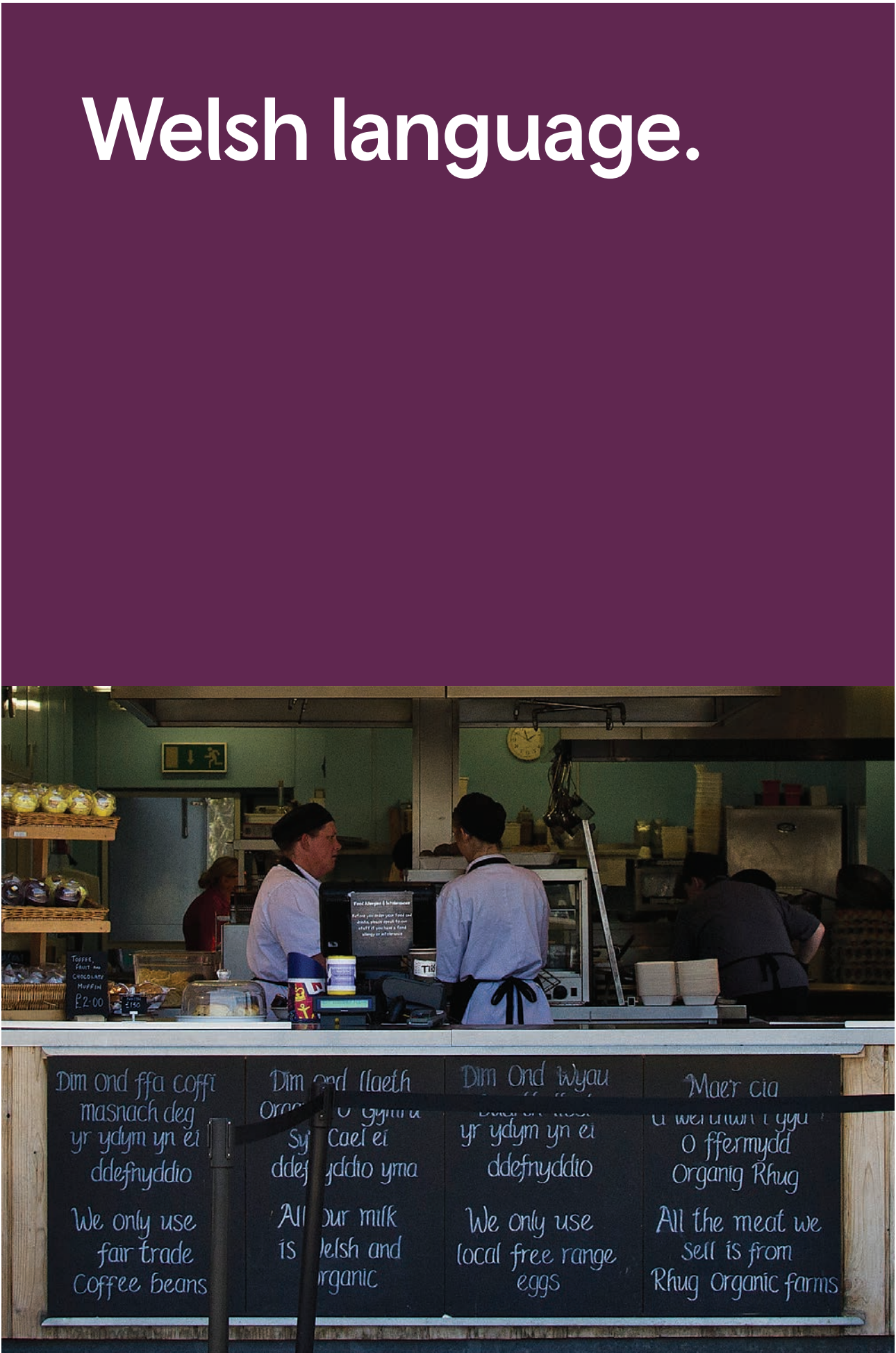
Bwyd a Diod Cymru
Clwstwr Bwyd Da
Food & Drink Wales
Fine Food Cluster



Bwyd a Diod Cymru
Clwstwr Cynaliadwyedd
Food & Drink Wales
Sustainability Cluster



Bwyd a Diod Cymru
Clwstwr Uwchraddio Cynaliadawy
Food & Drink Wales
Sustainable Scale Up Cluster

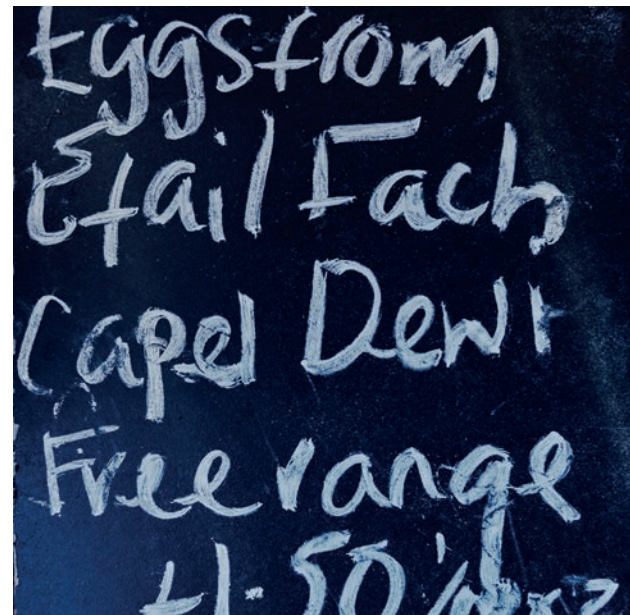


Communicating with individuals in both Welsh and English can be a hugely positive experience. So, even if Welsh is not your first language, it is definitely worth considering incorporating Welsh into your marketing.

The core attraction of food tourism is discovering new cuisine and new culture. Customers from outside Wales are often intrigued and fascinated by the Welsh language and it can add a new and unique dimension to their visit and your products as they discover and explore a different heritage and locality.

Key points to using Welsh in your marketing

- 1 Brand value**
The unique nature of the Welsh language brings with it its own brand value and potential benefits within the food tourism sector. Customers will often be looking for a certain sense of identity or distinctiveness that will separate your event/project from others and this is where the value of bilingualism within your business can come to the fore.
- 2 Business growth**
Brands such as Tŷ Nant, Penderyn Whisky and Llaeth y Llan are all well-known and successful brands that have all made the most of the Welsh language to push their businesses further. In fact, after a period of flat rate growth in 2011, Llaeth y Llan decided to switch back to being bilingual, resulting in a 15% growth in turnover.
- 3 New markets**
Marketing through the medium of Welsh can open doors to new markets. Foras na Gaeilge, the body responsible for the promotion of the Irish language throughout Ireland, has noted that through branding and marketing, especially visual communications, business cards, invoices, signage and marketing materials, the Irish language has become an added unique selling point, regardless of the fluency of staff or clients.
- 4 Provenance**
So, you don't have to make all operations within your project bilingual but using the Welsh language within food tourism will give your project a sense of provenance. Take a business, for example. The use of Welsh will reinforce and sell the idea that when customers are buying from you, not only are they paying for a bottle of wine or a night's accommodation but they are buying into experiencing the real and authentic Welsh culture.



Benefits of bilingual marketing in the food tourism industry

- **Unique**
Bilingual marketing provides a strong identity; this offers a unique selling point, making your project and brand more memorable and differentiating you from competitors.
- **Heritage**
Welsh is one of the oldest languages in Europe – marketing bilingually shows your project to be knowledgeable and respectful of national history and heritage enhancing customer/visitor experience.
- **Loyalty**
It increases interest, support and loyalty from Welsh speakers and Welsh customers.
- **Reputation**
Within food tourism, Wales is reputable both for its food production and tourism industries so creating bilingual marketing feeds off this strong reputation.
- **Local**
Bilingual marketing cements the idea that your project/event is embedded within and supporting the local economy and culture.
- **Niche**
Promoting your project or business bilingually will highlight a niche and novel experience to customers outside of Wales and further afield.

Simple things you can do if you deal with the public

- If some of your staff are Welsh-speaking, then a good first step is for them to wear badges reminding others that they're happy to converse in either English or Welsh.
- Make the most of any cultural events that you can tie-in with, such as St David's Day or St Dwynwen's Day.
- If you play music on your premises then showcase some Welsh music alongside some of your usual output.

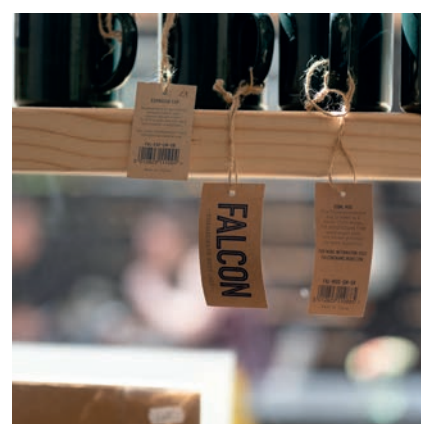
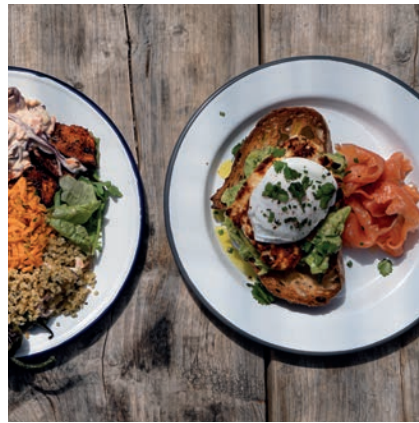
Information and support

Welsh Language Commissioner

The Welsh Language Commissioner's office offers a wealth of information and resources to help businesses and organisations operate bilingually in Wales, including a free proof reading service for up to 1,000 words of bilingual text. Visit their page and see how you can turn use of Welsh language and culture into a competitive advantage. www.comisiynyddygybraeg.cymru

Translating services

Cymdeithas Cyfieithwyr Cymru is the association of Welsh interpreters and translators and also offer practical advice, along with a list of approved translators and interpreters. www.cyfieithwyr.cymru



Useful contacts.

The Visit Wales newsletter is a great source of ideas for your tourism business.

There are plenty of other resources which can help you create a distinctive Welsh food experience for your customers:

Food stories & traditions

Try your local library, museums or history clubs for stories relating to food from your local area

Traditional Welsh recipes

Traditions | VisitWales

9 Traditional Welsh Foods and Recipes - Welsh Food and Drink
Welsh cookery books

Sourcing Welsh suppliers/ Welsh food directories

Local farmers markets and food festivals

www.fmiw.co.uk

Welsh food and drink | Recipes and places to eat | Visit Wales

Food Centre Wales

www.foodcentrewales.org.uk

Search the Directory - Food Innovation Wales

www.foodinnovation.wales/directory

www.cardiffmet.ac.uk/health/zero2five

menterabusnes.cymru/cywain/en/our-producers

Food Technology Centre

www.foodtech-llangefni.co.uk

www.pembrokeshire.gov.uk

www.organicwales.com

Food & Drink - Discover Carmarthenshire

Local produce and seasonal Food In Wales | Wales.com

Organic Food Box | Traditional Welsh Food | Seasonal Food
(swperbox.wales)

www.eattheseasons.co.uk

www.drinkwelsh.co.uk

www.comisiynyddygygymraeg.cymru

Helo Blod | Helo Blod (gov.wales)

Seasonal food & drink

Use of Welsh Language

Sustainability

WRAP Cymru offer a Waste Hospitality toolkit to help businesses minimise their waste Resources (wrap.org.uk)

Questionnaire & Action Plan

Food_Tourism_Toolkit_Self_Audit_Questionnaire_and_Action_Plan_EN.pdf (gov.wales)

