



**BlasCymru**  
**TasteWales**



**Bwyd a Diod Cymru**  
**Food & Drink Wales**

Innovation, Skills and  
Business zone featured

**24** organisations which  
showcased innovative ideas and  
projects in the industry in Wales



A new 'immersive dome'  
showcasing the Welsh food  
& drink industry held

**110** sittings



Number of secured individual  
pieces of media coverage  
across print, online &  
broadcast

**128**



**1600+** one-to-one  
business meetings facilitated,  
generating (so far) over

**£6.2m** of new business  
deals and securing nearly

**£22m** additional  
potential new business  
for Welsh food & drink  
producers



Website

**4,557**  
unique visitors



**20,365**  
page views

Number of new Welsh  
food & drink products  
launched

**159**



Number of Welsh  
food & drink  
producers

**100+**



Number of trade  
buyers that  
attended

**190+**



Number of delegates  
taking part

**780+**



Number of high  
calibre speakers

**24**



International  
visitors from

**18**  
countries

