

# This is a celebration. This is Wales.



Celebrate Welsh Food & Drink\_Toolkit  
[gov.wales/foodanddrinkwales](http://gov.wales/foodanddrinkwales)  
[@FoodDrinkWales](https://twitter.com/FoodDrinkWales)

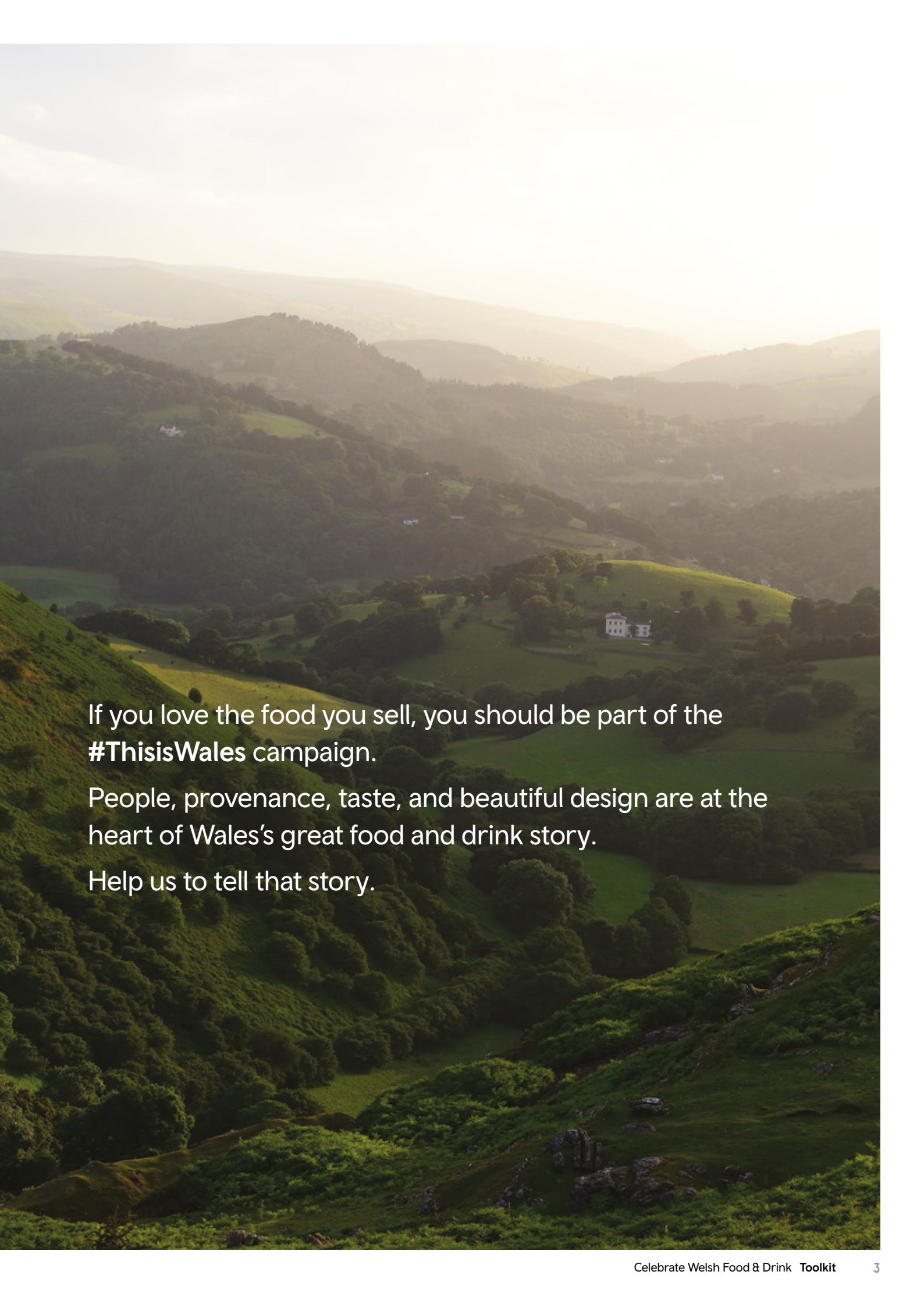






# Wales. Food odyssey.





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.

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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).

**"We need to stop thinking of ourselves as  
little old Wales."**

Chris Coleman, Wales football manager



# 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....")



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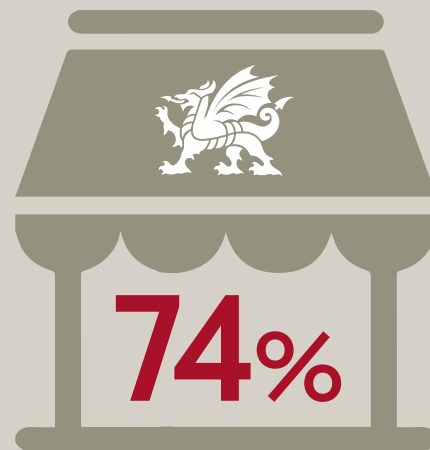
# Harnessing the marketing value of #ThisisWales

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 An in-store promotion for the week showcasing some winners of the Great Taste Awards. See this Great Taste directory as a starting point at [www.gov.wales/foodanddrinkwales](http://www.gov.wales/foodanddrinkwales)
- 2 Small is beautiful: source some great Welsh artisan products to make your customers feel special.
- 3 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.
- 4 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](http://www.gov.wales/foodanddrinkwales)
- 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**

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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](http://www.gov.wales/foodanddrinkwales) or alternatively get in touch with us direct at [bwyd-food@wales.gsi.gov.uk](mailto:bwyd-food@wales.gsi.gov.uk) to receive a range of design templates, from point of sale material through to display banners.



Display banners (English)



Display banners (bilingual)



Posters



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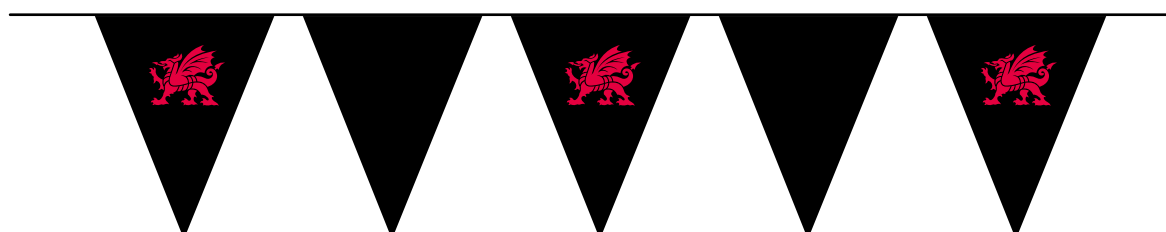




Recipe cards



Branded bags



Bunting

03\_

# Being heard - loud and clear.





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# 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**.

Great Taste Award winners are just a few examples of this at [www.gov.wales/foodanddrinkwales](http://www.gov.wales/foodanddrinkwales)

# 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](http://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 almost as much as they love pictures of cats. Whether your food and drink is packaged, jarred, in cellophane wrapping, 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.



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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](http://www.comisiynyddygydraeg.cymru)

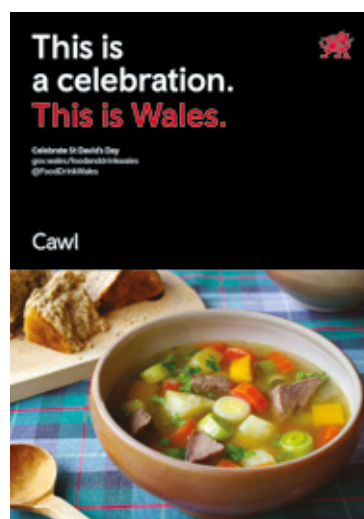
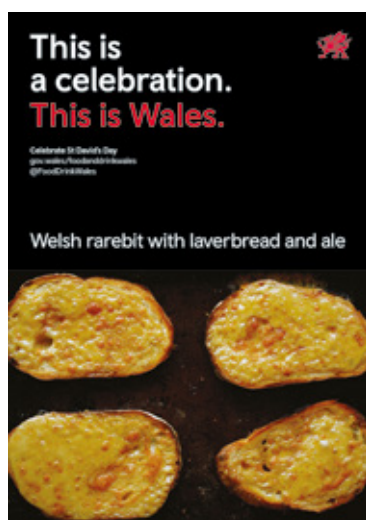
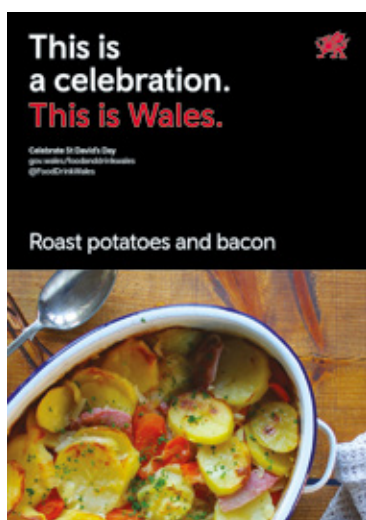
Whether you're selling in Wales or selling Welsh things outside of Wales, it's always good to use the Welsh language. It is, after all, 'the language of heaven'.

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](http://www.gov.wales/foodanddrinkwales) to download a number of traditional Welsh recipes or alternatively get in touch with us direct, [bwyd-food@wales.gsi.gov.uk](mailto:bwyd-food@wales.gsi.gov.uk) 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:



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# St David – who's he and 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. He built a cathedral in west Wales, which is now the smallest city in the UK – St David's – with a population of fewer than 2,000. Oh, and the Welsh remember him on 1st March.

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 – March 1st
- 2 St David comes from a royal lineage. His father, Ceredig ap Cunedda, was prince of Ceredigion and rumour has it that his mother Non, also a saint, was the niece of legendary King Arthur
- 3 "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
- 4 St David's Day became a national day of celebration in the 18th century
- 5 There are many stories of St David's miracles, including bringing a dead boy back to life and restoring a blind man's sight
- 6 The shrine of St David at his cathedral – located at St David's in Pembrokeshire, Britain's smallest city - was thought of so highly by Pope Callistus II that he stated two pilgrimages to the shrine were worth one to the Vatican in Rome
- 7 King Edward I took the head and the arm of St David from the Cathedral after his 1284 conquest in Wales. He displayed the remains along with a number of other holy relics in London
- 8 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
- 9 St David is typically depicted holding a dove, often standing on a hillock. His symbol is the leek
- 10 It is claimed that St David lived for over 100 years

# Quirky food facts.

## Couldn't eat a whole one

Residents in the north Wales town of Bala secured their place in the record books as they cooked the world's largest Welsh cake on St David's Day in 2014. It measured 1.5m wide, weighed 21.7kgs and was cut into more than 200 pieces.

## In the soup

Is 'cawl' the national dish of Wales? Historically made with salted bacon or beef (now lamb) plus swedes, carrots and potatoes, in north Wales it's known as 'lobsgows'. 'Cawl cennin' uses meat stock and leeks and is served with bread and cheese (bara a chaws).

## Viva la bara brith

When the Welsh sailed off to Argentina in 1865 in search of a better life, they took their famous bread (sorry, cake!), with them. Visit a Welsh teahouse anywhere in Argentina's Chubut province and you'll find bara brith on the menu. Usually sweet and more of a cake than a bread, in Spanish they call it 'torta negra', or black cake.

## Welsh superfood

Laverbread has a very high vitamin D content and miners were fond of it as it helped mitigate against long hours spent underground with little or no exposure to the sun's rays. Actor Richard Burton called laverbread 'Welshman's caviar' and early records refer to laver - a type of seaweed - being eaten as a survival food by people fleeing from Viking invasions.

## Brine tenths of the law

A clause in the medieval Welsh legal code known as the Laws of Hywel Dda (AD 880-950) suggests that cheese was commonly soaked in brine. According to the law, while the cheese was still in the brine it belonged to the wife, once out of the brine (and ready to eat) it belonged to the husband. This distinction was often used in divorce settlements.

## Silent treatment

American cartoonist Winsor McCay had an intriguing insight into the effects of the cheese based dish Welsh rarebit, where characters often awoke from dreams after eating it. His comic strip, titled 'Dream of the Rarebit Fiend,' was published in newspapers from 1904 to 1925 and made into a silent movie of the same name in 1906.

## It's the beer talking

The famous south Wales Felinfoel Brewery was the first brewery outside the US to sell beer in cans. Some historians claim Arthur Guinness used a Welsh recipe from Llanfairfechan near Bangor for his stout. Joseph 'Job' Daniels emigrated to America in the 18th century from the mid Wales town of Aberystwyth. His grandson Jack became the creator of the ever popular Jack Daniel's whiskey that people all over the world enjoy today.



# Want to know more?

[bwyd-food@wales.gsi.gov.uk](mailto:bwyd-food@wales.gsi.gov.uk)

[gov.wales/foodanddrinkwales](http://gov.wales/foodanddrinkwales)

@FoodDrinkWales

