



Bwyd a Diod Cymru
Food & Drink Wales

RHAGLEN DATBLYGU MASNACH
TRADE DEVELOPMENT PROGRAMME

THE VIRTUAL ROYAL WELSH SHOW 2020

As part of the Virtual Royal Welsh Show 2020 this year, Food & Drink Wales have organised two webinars to help food and drink producers. Attendance is free of charge, please contact Ellie Lewis to book your place by 21/7/20, full joining instructions will be sent to you. The webinars will take place on Zoom. e: ellie@totalfoodmarketing.co.uk

1 Selling – Tips and Techniques for Success

Webinar to help you to develop ideas for your sales strategy.

Wednesday 22nd July | 11.00am - 12.00pm

Lucy Wright co founder of the **NICE** Wine in a can brand will share her practical experience of sales development. Lucy will also outline how she has changed the route to market strategy in response to Covid and how the new sales strategy is working.



Lucy Wright
Co-founder, **Nice**

Nice provide quality wines in cans. **Nice** launched in March 2019 and can be found nationwide in Sainsbury's, Ocado and online.

Lucy is driven by strategic planning to widen consumer reach and offers valuable advice to businesses wishing to break the mould.

Food Innovation Wales and Project HELIX

Wednesday 22nd July | 12.00 – 12.30pm

Following the Selling webinar, delegates will have the option to attend a presentation by Food Innovation Wales [FIW] and Project HELIX to learn more about their work. It will include details about how FIW can assist with accreditation such as SALSA and help agri businesses to diversify.



HELIX

2 Social Media - Celebrate Welsh food and drink

Webinar to help you to develop your social media plan and share ideas on making the most of the **#CaruCymruCaruBlas** **#LoveWalesLoveTaste** campaign.

Thursday 23rd July | 11.00am - 12.00pm

#CaruCymruCaruBlas **#LoveWalesLoveTaste** is part of a huge THANK YOU to food and drink producers for keeping our favourite Welsh food and drink products on our shelves and on our tables during this time. The Welsh Government has launched a series of promotional Welsh Food and Drink Celebration Days, with the next day set for Friday 7th of August 2020. Download the digital Toolkit with campaign graphics hashtags and 'how to's', from: <https://businesswales.gov.wales/foodanddrink/LoveWalesLoveTaste>. Companies taking part in the **#CaruCymru** campaign can be included in an interactive map produced by Cywain who work with hundreds of Welsh food and drink producers. Cywain have featured producers who have products available to buy online, which can be found here: <https://menterabusnes.cymru/cywain/en/our-producers/>



Caroline Hanna
Director,
Authentic
Marketing
Caroline is a
Food Marketing

Consultant specialising in branding, marketing, strategy and communications. Caroline has a broad industry experience, gained at a senior level in organisations ranging from multi-national FMCGs (MARS) to SMEs and small artisan producers. She is an excellent communicator with a track record of developing small scale, local brands into pan-European successes.

Closing date for booking: Tuesday 21st July 6.00pm. Please note: if you are past the deadline, please email Ellie Lewis who will advise if places are available ellie@totalfoodmarketing.co.uk