

# Celebrate St David's Day as an industry with #CaruCymruCaruBlas #LoveWalesLoveTaste



The industry wide campaign #CaruCymruCaruBlas #LoveWalesLoveTaste is returning for St David's Day 2024

## Campaign objectives:

- Celebrate St David's Day together as an industry
- Encourage Welsh consumers to share their national pride and passion and to celebrate St David's Day with Welsh Food & Drink
- Build upon the previous campaigns through a successful cross-industry collaborative approach

The #CaruCymruCaruBlas #LoveWalesLoveTaste campaign will be a one-day campaign on St David's Day Friday March 1st.

There is a new bilingual and customisable digital toolkit for you to download from the Business Wales website. You can use the assets to create your social media posts using the hashtags:

**#CaruCymruCaruBlas #LoveWalesLoveTaste**

## What next?

- 1 Download the #CaruCymruCaruBlas digital toolkit from the link provided.
- 2 Upload the frames to Canva.
- 3 Decide which images you want to include in the frames.
- 4 Remember to use the social media tags #CaruCymruCaruBlas #LoveWalesLoveTaste in your posts.
- 5 Let's spread the word about **Welsh Food & Drink** on St. David's Day and call on consumers to share our national pride!

Digital assets for static posts on Facebook, Instagram, Twitter (X), and LinkedIn



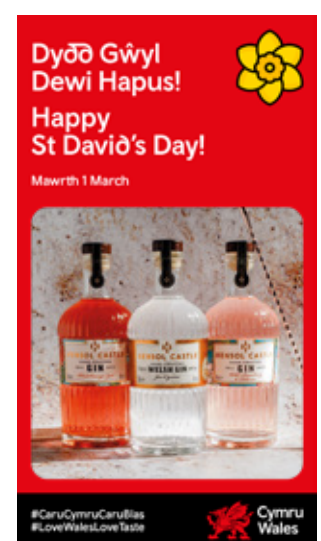
Generic digital advert



Generic advert for Stories / Reels on Facebook and Instagram.



Customisable frames



Customisable asset for Stories / Reels on Facebook and Instagram.

If you would like any help or advice,  
email: [foodanddrinkwales@menterabusnes.co.uk](mailto:foodanddrinkwales@menterabusnes.co.uk)

Want to know more?

[businesswales.gov.wales/foodanddrink/LoveWalesLoveTaste/food\\_drink\\_wales](https://businesswales.gov.wales/foodanddrink/LoveWalesLoveTaste/food_drink_wales)



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Food & Drink Wales**