

Love Wales Love Taste this Saint David's Day

MARCH 1st

#CaruCymruCaruBlas

#LoveWalesLoveTaste

Campaign Toolkit for Producers

businesswales.gov.wales/foodanddrink/LoveWalesLoveTaste



Following the success of the previous **#CaruCymruCaruBlas** **#LoveWalesLoveTaste** campaign, **Food & Drink Wales** would like to invite you to celebrate again with your food and drink stories this **Saint David's Day**.

When will the campaign start?

The campaign will start on **February 25th** and continue through to **Saint David's Day, March 1st**. This year's theme focuses on **People, Place and Taste** – a celebration of what makes Welsh food and drink so unique. Showcase your food and drink products alongside the people and places that make them, in this year's new double heart campaign assets.

What's inside this digital and downloadable pack?

To help you get fully involved in the **#CaruCymruCaruBlas** **#LoveWalesLoveTaste** **Saint David's Day** campaign, there are new digital campaign assets to use on your social media posts:

1. **Saint David's Day digital heart frames** for your photos, profile photos, stories and reels on Instagram, Facebook, Twitter and LinkedIn
2. A digital **heart badge** to pin to your photos and/or web pages



#CaruCymruCaruBlas #LoveWalesLoveTaste

If you would like any help or advice,
email: foodanddrinkwales@menterabusnes.co.uk

Want to know more?

businesswales.gov.wales/foodanddrink/LoveWalesLoveTaste/food_drink_wales



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