

## Adwell Foods – Welsh Brew Tea



Llywodraeth Cymru  
Welsh Government

Adwell Foods was set up in 1993 in Mumbles on the Gower Peninsula to manufacture and sell a range of products for the hot drinks market.

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

Its primary product – Welsh Brew Tea – has been available in major supermarkets for almost two decades. With the support of Welsh Government, the family-run business was able to expand across new markets by launching three new product ranges.

Welsh Government innovation support, backed by EU funds, was used to launch three new product ranges; specialty teas, drinking chocolates, and coffees. As well as aiding this expansion into new markets, the support allowed Adwell Foods to redesign the packaging of their flagship product, Welsh Brew Tea.

As a result of expansion into new markets, and the redesign of its flagship products, consumer awareness of the Welsh Brew Tea brand has increased significantly. The South Wales beverages company sells its products both to retailers for sale in-store, and to individual customers online. As

well as in-store availability at Tesco, Sainsbury's, Asda, Waitrose, Co-op, Aldi, Spar and Morrisons, the Welsh Brew brand is also available online from Amazon and many other independent retailers. The number of online listings outside of the official website has seen an increase since the launch of the new product lines. Adwell Foods' products are also stocked by the catering industry, including the famous Wally's Deli in Cardiff.

The company's turnover has seen a significant increase in the last year, which has been directly attributed to the launch of new product ranges. Alongside the branding changes and new product launches, Adwell Foods has also improved its own website, inspired by the re-design of the Welsh Brew Tea packaging. This has resulted in an increase in online enquiries.

Alan Wenden, Managing Director of Adwell Foods, said: "The support we received from Welsh Government facilitated product development research and market research which helped us identify opportunities to launch new products. Without the Welsh Government, we wouldn't have had the financial resources to develop new products within the hot beverages market. The advice we received from our innovation specialist was first-class, and it was a relatively painless journey from which we've emerged stronger than before."



To find out more about funding and support from the Welsh Government:  
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