



Llywodraeth Cymru
Welsh Government

Tan Y Castell

Pembrokeshire-based Tan Y Castell, a traditional bakery, has entered a new period of growth after the purchase of a robotised cake mixer with the help of Welsh Government innovation support.

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The automatic cake mix depositor – a Reiser Vemag V500 B – was purchased after innovation funding backed by EU funds was secured at the end of 2014. The machine accurately measures and mixes out dough, and has resulted in significant quality and efficiency improvements for the business. Another major benefit of the technology is that it has raised volume without compromising the handmade nature of Tan Y Castell's products – the major selling point of the bakery.

The funding came at a commercially challenging time for Tan Y Castell. With 40 full and part-time employees at the time, the support was therefore crucial in safeguarding jobs.

However, the funding's main impact was in opening long term development opportunities for the business. The company has recently launched an exciting new gluten-free range, and hopes to have as many as eight new product lines by the end of 2016.

Tan Y Castell's sales by mid-2015 had already overtaken their 2014 numbers. On the back of this newfound ambition and success, Tan Y Castell has recruited four new full time members of staff since the funding was received. The innovation money has also led to a culture change within the bakery, which is characterised by a new commitment to technology and R&D.

Tan Y Castell's Managing Director, Paul Mear said: "From a new product development point of view we wouldn't have been able to achieve half of what we have done without the innovation funding. It has opened new doors in how we think about production."



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