



Bwyd a Diod Cymru
Food & Drink Wales

Food Tourism Toolkit.

Food & Drink Wales

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Wales. A reputation for excellence.

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Welsh food and drink.

Food Tourism and Culture.

Food and drink go hand in hand with hospitality and tourism in Wales. Combine quality seasonal food and local ingredients, interesting places to eat and stay, and some of the world's best chefs, and you define the hospitality sector in Wales with its deserved reputation for excellence.

Food is important to our visitors.

More and more, food is an important influence on people's decision to visit Wales. It's because they are more discerning, and take an interest in where their food comes from and what happens on its journey to their plate. The two sectors of food and tourism are therefore particularly important in Wales, and we've developed complimentary strategies to develop both sectors.

We want to build relationships between the hospitality and catering industry and local food and drink producers, and in this way make sure there is a constant supply of fresh, seasonal produce to cater for the visitor's every taste.



Boosting the image of Welsh food and drink.

Food tourism is about helping visitors uncover our local, culinary gems – by championing the regional distinctiveness of our produce so that first-time visitors feel a connection to the area and want to return for second helpings. We've set out how we aim to achieve this by 2020 in our Partnership for Growth Strategy for Tourism, which defines a product-led approach to marketing, with food seen as integral to the visitor experience.

The Welsh Government's Food Division and Visit Wales jointly launched the 'Food Tourism Action Plan for Wales', recognising the potential for growth within this sector. Food Tourism is defined by Welsh Government as 'any activity that promotes a high quality, distinctive, local and sustainable food experience linked to a particular place.'

The Food Tourism Action Plan targets key actions to raise awareness and make information readily available to visitors and to assist food producers and tourism businesses to work together. These include:

- Encouraging Welsh hospitality businesses to source more local produce;
- Increasing prevalence of Welsh food and drink on menus and in shops;
- Improving visitor access to Welsh food and drink.

For more information

email: Chelsea.Crowther@wales.gsi.gov.uk



Food Tourism Business Support.

Why is food tourism important for Wales?

In 2013, 89 million day visits were made to Wales, generating expenditure of £3.061bn, 40% of which was spent on food and drink. Food plays a key role in telling the story of Wales and developing a strong and unique sense of place which will attract customers to return again and again and spend money in the Welsh economy, supporting tourism businesses and the wider economy.

Why is food tourism important for your business?

Offering an authentic Welsh food and drink experience to your customers will help differentiate your business from your competitors. Whether you are a restaurant, bar, hotel, B&B, cafe or tourist attraction, food and drink is an integral part of your overall customer experience. Offering good food and drink will help you attract and delight more visitors, encouraging them to spend more with you, repeat their visits and tell family and friends about you. All of this is good news for your sales and profit margins.

Five reasons to offer local sourced or Welsh food:



Serving locally sourced or produced food could help you charge a premium. People are prepared to pay more for freshness and a known provenance, so make sure you and your staff know where the food has come from and how it was prepared



Increase sales by using Welsh food to increase incidental spend and encourage a longer stay if you are a visitor attraction



Use Welsh food and drink to offer your visitors a more authentically Welsh experience which they will remember and share with friends and family. Your customers are more likely to come back and recommend others to visit you



By using high quality Welsh food and drink you can widen your target market and attract visitors who might not usually come to your business. Perhaps your cafe in a visitor attraction could become a destination in its own right rather than incidental to the day out



The food and drink sector plays a vital role in the Welsh economy. By supporting local producers and suppliers like your local butcher, fishmonger, baker, farm, etc you will be helping to grow your local economy which ultimately will be good for your business

Self Audit Questionnaire.

Complete this questionnaire to see how well your business tells the story of Welsh food and drink and Wales.

On a scale of 0-4, please rate your business on the following statements (0 = not at all; 1 = a little; 2 = to some extent; 3 = quite strong; 4 = very strong)

0 1 2 3 4

- I know about the local food specialities in my region
- My front of house staff know about the local food specialities in my region
- I know about the local food traditions and heritage in my region
- My front of house staff know about the local food traditions and heritage in my region
-
- I know my local suppliers
- My front of house staff know my local suppliers
- I use local/Welsh sourced producers
- I have dishes on my menu made from local/regional/Welsh produce
- I describe my dishes on my menu to reflect local/regional/Welsh sourcing
- My front of house staff tell customers about our homemade items, regional specialities and traditional recipes used
-
- My food offering provides visitors with a distinctively Welsh or regional experience
- I use the Welsh language on my menu
- I and my front of house staff are able to welcome customers in Welsh
- I and my staff can make recommendations for other local businesses/attractions which offer local or Welsh food. We have printed information on local food and drink businesses, food and drink trails etc to share with visitors
-
- I use social media/my website to promote local/regional/Welsh food on my menus
- I and my team are ambassadors for Welsh food

Total Score:

0-20 Your food and drink offer reflects very little which is distinctively Welsh.

You could improve your customer experience by using some of the Wales Food & Drink Food Tourism tools to create a more authentically Welsh food experience. This could improve your turnover and bottom line.

21-50 Your food and drink business does reflect to some extent a distinctive Welsh character. However, there is more that you could do to actively promote an authentically Welsh food experience. Look at our action plan, tips and see where the gaps are. You could improve your turnover and bottom line by creating an even stronger Welsh offer.

51+ Congratulations! Your business is doing excellent job of telling the story of Welsh food and Wales.

You offer an authentic Welsh food & drink experience. Make sure you maximise the marketing and PR opportunities of your distinctive Welsh character. Look at the areas where you scored slightly lower – think about what else you can do to improve those areas.

Menu makeover.

Here are just a few ideas on how to describe dishes you may already offer on your menu. A simple change to your descriptions will tell a much clearer story about both the food that you serve and where it has come from. Of course, if your local butcher makes great sausages, or you have a local cheese producer close to you, then use these ingredients. The items below are just for illustration.

Snacks & Desserts.

Before

Fish pie
Sausage and Mash
Beef and Yorkshire pudding
Pork with apple sauce
Fish and chips
Mushroom risotto

After

Black Mountains Smokery smoked fish and filo pie
Pembrokeshire leek and potato mash
Roast Celtic Pride beef with laverbread Yorkshire pudding
Braised Cammarch Valley pork with Ralph cider and apple sauce
Locally caught haddock in Brains Bitter batter and Halen Môn salted potato wedges
Nantmor mushroom risotto with Hafod shavings

Main courses.

Before

Ham Sandwich
Cheese and pickle sandwich
Fruit Cake
Cheese and biscuits
Bakewell Tart
Bread and butter pudding

After

Guthrie honey roasted Neuadd Fach ham on thick-cut wholemeal bread
Snowdonia Black Bomber Cheddar with Wendy Brandon piccalilli on granary cottage bread
Pilgrims Bara Brith with Rachel's Organic butter. The Cake Box Welsh Cakes
Caws Mynydd Du, Cradoc's savoury biscuits and Radnor Preserves chutney
Radnor Preserves raspberry cardamon jam and almond tart
Pilgrims Barabraith pudding with Penderyn whisky

My action plan.

Self audit question	Self audit Score	My actions to improve this area
1. I know about the local food specialities in my region		
2. My front of house staff know about the local food specialities in my region		
3. I know about the local food traditions and heritage in my region		
4. My front of house staff know about the local food traditions and heritage in my region		
5. I know my local suppliers		
6. My front of house staff know my local suppliers		
7. I use local/Welsh sourced producers		
8. I have dishes on my menu made from local/regional/Welsh produce		
9. I describe my dishes on my menu to reflect local/regional/Welsh sourcing		
10. My front of house staff tell customers about our homemade items, regional specialities and traditional recipes used		
11. My food offering provides visitors with a distinctively Welsh or regional experience		
12. I use the Welsh language on my menu		
13. I and my front of house staff are able to welcome our customers in Welsh		
14. I and my staff can make recommendations for other local businesses/attractions which offer local or Welsh food. We have printed information on local food and drink businesses, food and drink trails etc to share with visitors		
15. I use social media and/or my website to promote local/regional/Welsh food on my menus		
16. I and my team are ambassadors for Welsh food		

Food and drink which can be sourced from Wales.

Category	Products
Red meat (raw)	Welsh lamb, Welsh beef, Welsh pork, veal
Cooked/prepared meat	Charcuterie, bacon, air dried hams, pastrami, pates
Game	Wild venison, farmed venison, pheasant, grouse, partridge, quail, woodcock, pigeon, rabbit, hare
Poultry	Chicken, turkey, duck, teal
Fish	Cod, haddock, seabass, plaice, turbot, dover sole, lemon sole, grey mullet, brill, pollack, red gurnard, sprats, mackerel, trout, salmon, sewin
Seafood	Cockles, mussels, oysters, scallops, lobster, brown crab, spider crab, brown shrimps, prawns, razor clams, whelks, laver weed
Dairy	Milk, cream, butter, yoghurt, cheese, ice cream
Eggs	Hen, duck, geese, quail
Fruit and vegetables	Potatoes, carrots, swede, parsnips, celeriac, leeks, onions, beetroot, turnip, cabbage, kale, chard, spinach, broccoli, purple sprouting, cauliflower, spring onions, sweetcorn, watercress, lettuce, tomatoes, asparagus, celery, cucumber, peppers, radish, marrow, squash, courgette, beans, mushrooms, peas, herbs, apples, pears, quince, rhubarb, plums, damson, greengage, cherries, soft fruits - berries, currants, nuts, edible flowers
Prepared fruit and vegetables	Preserves, jams, chutneys, sauces, relishes, mustard, prepared vegetables, dried fruit, pâtés, crisps
Bakery and confectionery	Bread, cakes, biscuits, desserts, cereals, chocolates, meringues, sweets, fudge, honey
Dry ingredients	Flour, herbs, spices, bread and cake mixes
Alcoholic drinks	Still and sparkling wine, perry, cider, gin, vodka, whisky, beer, liqueurs
Soft drinks and water	Mineral and spring water, apple juice, pear juice, flavoured waters, flavoured drinks, fruit smoothies

Tips for improving your customer's food and drink experience.

- Maximise your Welsh assets – our Welsh food and drink is unique to us and no-one else can offer it
- Make sure you and your staff know about Welsh national, regional and local dishes (see our example sheet for ideas). Do you know about the history of the food? Find out about it and tell your customers. Brief your staff about key details/ingredients
- Display a map showing where your suppliers are located
- Go with the seasons – take advantage of plentiful times to drive margins and offer variety on your menu
- Get to know your suppliers – build a relationship with them, as they may be able to help you with promotional material, staff training and signpost you to other businesses
- If you use family recipes, tell the story behind them. Maybe on the menu, on place mats or just make sure staff can tell the story
- If you have a garden which produces the vegetables/salads/herbs on your menu, then make sure you promote it; invite guests to look around the garden or display photos
- Review your menu – use our menu makeover guide to help you. Can you improve the titles and descriptions of your dishes to emphasise the local or Welsh character?
- Review the individual ingredients in your dishes – can you substitute one or more of the ingredients for local or Welsh alternatives? Wales offers a huge range of product categories – check out our product sourcing guide to help you. Just start with replacing one to two items or dishes if you want





- Could you sell Welsh food and drink products for customers to take home? You increase sales and they can replicate their fantastic Welsh experience – everyone wins!
- Know your competition. Who in your area offers Welsh food really well? Go and visit and learn. If you are on holiday, learn from other regions or countries
- Shout about your distinctive Welsh food and drink. Use social media to talk about your food, upload photos – create a conversation and engage with people. If you're new to social media, we've pulled together some tips to help get you started
- If you source your food products and ingredients locally, tell your customers – they will love your sustainable ethos
- Make sure you know what other great food and drink businesses there are in your local area so you can cross promote your businesses – work together to keep more £s in your local community
- If your products or ingredients have won awards e.g. the Great Taste Awards, show it on your menu, blackboards, etc
- Use the Welsh language on your menus to reinforce the authenticity and sense of place. You could have a fully bi-lingual menu, translate headings or include dish names
- Use styling props to enhance the Welsh character of your business e.g use Welsh slate for your cheese board



Welsh regional & national dishes.



Welsh regional dishes.

Anglesey eggs

A traditional recipe from Anglesey made with leeks, eggs, potatoes and cheese.

Laverbread (Bara lawr)

Laverbread is a Welsh delicacy made from laver - a seaweed gathered mainly in West Wales. Traditionally mixed with oatmeal and fried in bacon fat for breakfast.

Glamorgan sausages

Originally made with Glamorgan cheese, now no longer available. These vegetarian sausages are now traditionally made with Caerphilly cheese.

Katt pie

A small lamb or mutton and dried fruit pie which was a speciality at the Templeton Fair in Pembrokeshire for over two hundred years.

Baked/poached sewin

In Wales sea trout is called sewin and this is a very popular way to cook the fish.

Miser's feast / tatws pum munud / miner's supper

This dish of bacon and potatoes has many descriptions varying from region to region. Some Northern regions call it 'five minute potatoes', in the West it may be called 'roast potatoes and bacon' and 'the miser's feast' in other regions. The miser would eat the potatoes one day, mashed up in the liquid, keeping the bacon to be eaten the next day with plain boiled potatoes.

Glamorgan pie (Pastai Morgannwg)

A traditional bacon and parsley pie.

Parsley pie

This pie with parsley and bacon was usually eaten cold for afternoon tea.

Swansea breakfast

This recipe combines local seafood from the Gower including Penclawdd cockles and laverbread, a type of seaweed which is collected along the coastline.

Shearing cake (Cacen Gneifio)

A cake with caraway seeds traditionally made at shearing time.

Teisen lap

Teisen lap was regarded as an 'ordinary' cake baked fairly regularly in the coal-mining villages of south Wales. It stood the miner in good stead as a 'sweet' for his mid-day meal underground and the moist texture of the cake prevented it from crumbling in his tuck-box. The name teisin lap describes the texture of the cake as the adjective llap, now almost extinct, means moist or wet.

Snowdon Pudding (Pwddin Eryri)

A traditional Welsh steamed fruit pudding, served with a wine sauce, which was served in the hotel at the foot of Snowdon and referred to by Eliza Acton in 1845.

Monmouth pudding

A traditional pudding similar to the English Queen of Puddings where breadcrumbs and jam are set with eggs.

Berffro cakes (Teisennau Berffro)

Made from a shorbread mixture in the shape of a scallop shell, these cakes are a speciality of Aberffraw (Berffro) on the west coast of Anglesey. The flat half of the queen scallop shell is used to imprint the cakes with its shell motive.

Tinker's cake (Teisen Dinca)

Traditionally this apple cake would be baked in a Dutch oven in front of an open fire in some districts in Glamorgan.

Leicecs

This is a traditional Welsh recipe for a classic tea-time treat made from flour, eggs, sugar, butter and milk batter flavoured with orange juice.

Anglesey batter cake (Slapan Sir Fôn)

This is a batter-cake mixture used to make small pancakes on the bakestone which are then split and buttered while still warm.

Potato bread (Bara Tato/Poten dato)

Regularly baked in the counties of Cardiganshire and Pembrokeshire where potatoes were plentiful in the autumn and was usually baked overnight in the residual heat of the bread oven.

Elevesens cake (Teisen Te Deg)

A cake specially prepared for the mid-morning break in the Lampeter districts.



Welsh national dishes.

Cawl (South) Lobsnows (North)

Cawl is traditionally a hearty dish made of meat and any vegetables available. There are many recipes often handed down through the family and vary from town to town throughout Wales. The dish is also known as 'lobsnows' in areas of North Wales. Ideally cawl should be started the day before so that any fat can be skimmed off and all the flavours combine.

Leek, parsley and potato soup

The Welsh love using leeks in their recipes and this traditional soup is a firm favourite.

Welsh lamb and Welsh beef

In recognition of the unique high qualities, Welsh lamb and Welsh beef have been awarded the coveted Protected Geographical Indication (PGI) status which guarantees a premium quality product.

Faggots and peas

Faggots were traditionally made around pig-killing time, usually from not only the liver but also other intestines and wrapped in pig's flead. This is still a popular Welsh dish.

Trout with bacon

This is a well-known Welsh method of cooking trout. Wrapping the trout in bacon helps to retain moisture and complements the earthy flavour of the fish.

Ham with parsley sauce

This is perhaps the most traditional method of serving ham in Wales.

Rabbit stew

As the uncut area of the harvest field grew smaller, many rabbits would be caught to provide a seasonal meal for the harvesters.

Welsh Rarebit

Perhaps the most famous of all the Welsh dishes, the cheese sauce, best made from strong Welsh cheddar, includes ale and mustard and is spread over toast and browned under the grill.

Welsh cakes

Cooking on a bakestone or griddle has been common practice throughout Wales for centuries. The art of a good Welsh cake is to cook them quickly on both sides so that they stay moist in the centre, but take care not to burn them!

Bara brith

Bara brith means 'speckled bread' and is traditionally made with yeast but these days more often made by soaking fruit in tea overnight before adding the other ingredients.

Pancakes

Pancakes have different names in Wales depending on the region. For example in North Wales they are called crempog, in Carmarthenshire they're called cramoth, pancos in Cardiganshire and in Glamorgan, pancakes may be called ffroes or cramoth. They were often cooked for tea on special occasions such as birthdays.

Fruit tarts -apple/rhubarb/whinberry/blackberry

All kinds of plate tarts with pastry top and bottom are popular in Wales – any fruit in season can be used.

Rice pudding

This was the pudding most commonly eaten for Sunday dinner throughout Wales. Welsh rice pudding is creamy and flavoured with a hint of nutmeg.

Bread pudding

A traditional dish of fruited bread and baked in the oven, ideal to use left over stale bread.

Bakestone bread (Bara Planc)

Made with a yeast dough or can be made with a dough using another raising agent to make a quick loaf on a bakestone.

Honey cake

Honey was plentiful in the country and often used to sweeten cakes.

Scones with buttermilk

Plenty of buttermilk was available on dairy farms after churning fresh butter and often used in baking for a lighter texture.

Oatcakes

In Wales, oatcakes were most often cooked on the bakestone with a simple dough with oatmeal and milk or water.

Fruit cake

From light rub-in method fruit cakes to the darker heavier cakes served at Christmas and celebrations – a popular cake served throughout the country.

Ginger bread

This cake has no ginger in it but tastes as though it has. Traditionally made at many old Welsh fairs.

Apple dumplings

Traditionally these dumplings are made from short-crust pastry and boiled until the apple is cooked and served with brown sugar and cold milk.

Homemade toffee (Cyflaith)

Noson Gyflaith (Toffee Evening) was a traditional part of Christmas or New Year festivities in some areas of north Wales. Toffee making was also common in parts of south Wales, especially in the coal-mining areas.

Tips for finding local suppliers.

- Try your local street or covered market - you can often find high quality fresh fruit and vegetables and other food items fresher and cheaper and of more local provenance than anywhere else.
- At farmers' markets, you have the added bonus of being able to meet artisan producers face-to-face and perhaps negotiating a deal that benefits both of you. You can also sample products that use local ingredients and can't be found in supermarkets. For more information on Farmers Markets in Wales visit www.fmiw.co.uk
- Food festivals are another excellent way of finding out about suppliers and producers in your area. Go along with a set of business cards and pick up theirs from the stallholders, as well as sampling their wares. Such festivals also feature guest chefs and recipe demonstrations. For more information on food festivals, visit www.visitwales.com
- Have you thought of teaming up with other local establishments to set up a buying group? This can allow you to buy in greater bulk and get a better price. Producers will be interested as they will be able to provide a central supply of goods and greater volume and variety. For advice on setting up an organic buying group visit www.soilassociation.org. For information on local food co-ops in Wales visit www.foodcoopswales.org.uk
- Are there local box schemes in your area? These schemes provide a varied and often seasonal range of food items and ingredients. You can customise your requirements according to your needs and add an element of serendipity whereby you can explore new ingredients you may not have thought of using before. You can search for box schemes in your area through the Soil Association website www.soilassociation.org Another useful website to search is www.vegbox-recipes.co.uk
- Or you can go direct to the producer and source items yourself. This can have the advantage of building up a good working relationship and making your food and drink really special. It also gives you a story to tell, as you will know exactly how, where and when things were grown or made and you can go on to tell your guests and customers. Feature your supplier on the menu/chalk board by name or even a photograph. This shows a real commitment to local identity and community.

Social media tips for food businesses.

Using social networks such as Twitter, Facebook, Instagram, YouTube, etc helps connect you and your great food to the wider world. You can really show the personality of your business and create communities of like-minded people. Have fun with social media whilst remembering the business reasons for using it – to market and promote your business.

Here's some top tips for getting the best out of social media.

- Add social media icons to your website and email signatures – make it easy for people to follow or like you
- Customise your social media pages with images which are relevant to your business. If one of your specialities is homemade bara brith, post images in the top banner/cover picture
- Build followers on Twitter by following others. Don't forget to thank people who follow you. Don't "spam follow" – if you are following 1,000 people and you only have 10 followers, it doesn't look encouraging for others to follow you
- Posting interesting content will help build more followers
- Ask nicely for retweets/shares – you'll be surprised just how many people will retweet. Thank them for retweeting you
- Post regularly to keep content fresh and lively – at least daily
- Take lots of photos and videos and add them to your posts
- Use Twitter handles to encourage others to retweet or favourite or post. Twitter handles are user names and start with @. Use them to mention others, send messages to other Twitter users or link to their profile. For example, a tweet could be "**we serve delicious @welshbrewtea in our cafe**". Welsh Brew Tea will see this as a notification on their Twitter account and may favourite or retweet the post, promoting your business to their followers
- Use hashtags to attract more attention to your posts. A hashtag is a word or phrase which starts with #. When you click it you can see other tweets which include that word or phrase and other users may set up searches for the phrase so they can retweet. For example **#foodanddrinkwales** is used by Welsh Government to promote Welsh food and drink. If you serve real ale in your business, you could use **#realale** in your tweets. Use the search box in Twitter to find relevant hashtags for your business and include them in your tweets
- Use competitions to increase interaction. For example, for Twitter, "**retweet for a chance to win a meal for two**" or, for Facebook, "**like and share for a chance to win a free bottle of wine with a meal**"



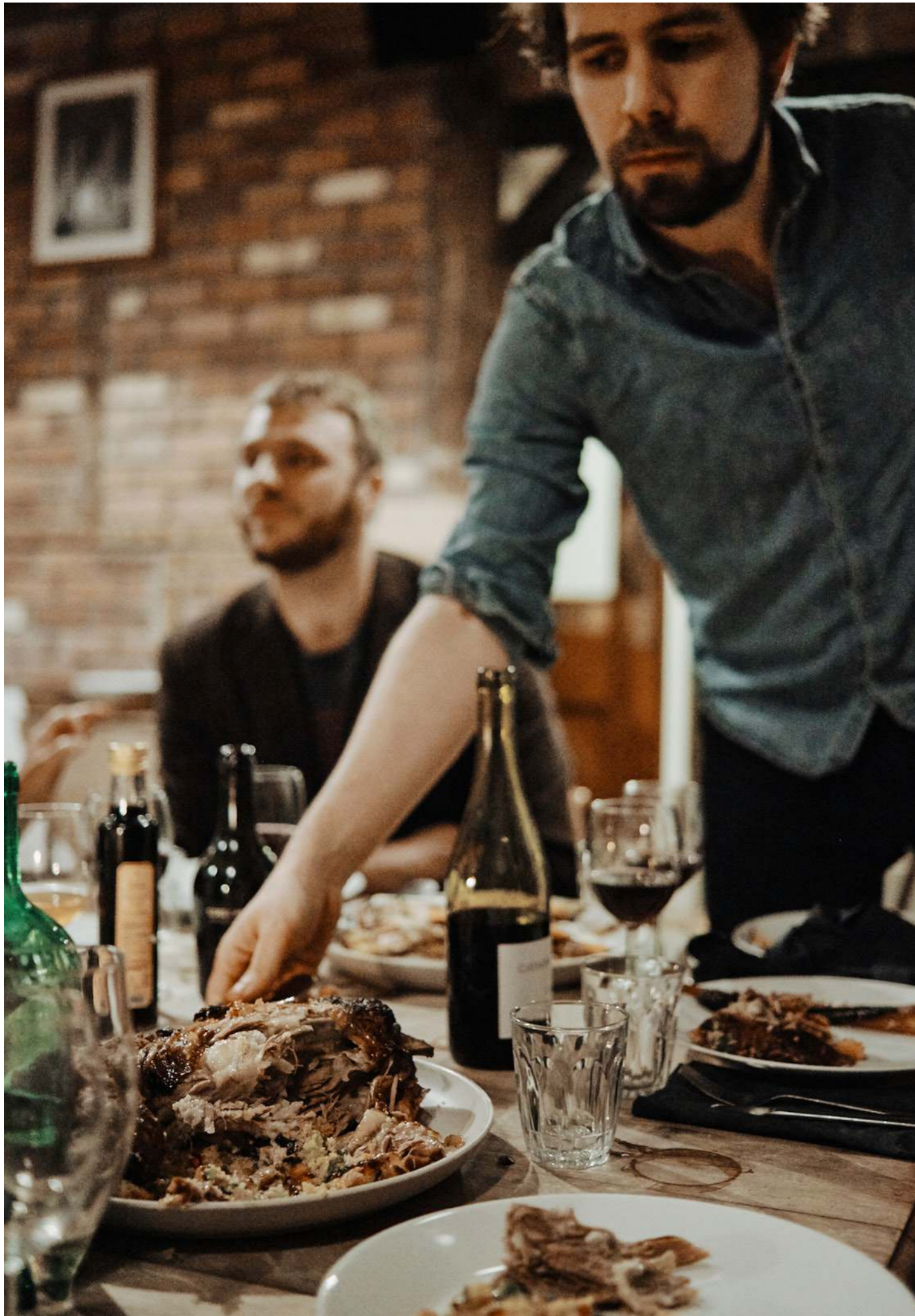
- Start discussions to increase interaction eg “what’s your favourite Welsh beer/cheese/chocolates/recipe using #Welshlamb”
- Use social media to promote and link to special offers on your website
- Respond to direct messages or comments posted – thank and share the positive comments; acknowledge and try to fix any negative ones
- Use tools to schedule posts to help you organise social media planning and activity



Useful contacts.

The Visit Wales newsletter is a great source of ideas for your tourism business. There are lots of other resources which can help you create a distinctive Welsh food experience for your customers:

Food stories & traditions	Try your local library, museums or history clubs for stories relating to food from your local area
Traditional Welsh recipes	www.visitwales.com/explore/traditions-history/recipes www.fork2fork.org.uk/en/recipes Welsh cookery books
Sourcing Welsh suppliers/ Welsh food directories	Local farmers markets and food festivals www.fmiw.co.uk/ www.visitwales.com/things-to-do Food Centre Wales http://www.foodcentrewales.org.uk/ Zero2Five Food Industry Centre www.zero2five.org.uk Food Technology Centre www.foodtech-llangefni.co.uk www.pembrokeshire.gov.uk www.organicwales.com www.discovercarmarthenshire.com/food-trail
Seasonal food & drink	www.midwalesfoodandlandtrust.org.uk www.eattheseasons.co.uk
Local box schemes	www.soilassociation.org/boxschemes www.vegbox-recipes.co.uk/veg-boxes
Setting up local buying groups	www.soilassociation.org
Use of Welsh Language	www.comisiynyddygybraeg.org
Sustainability	WRAP Cymru offer a Waste Hospitality toolkit to help businesses minimise their waste www.wrap.org.uk/smetourism-wales



Notes

A series of horizontal dotted lines for taking notes.



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