



- **Gwerth Cymreictod / Value of Welshness**
- **Pecyn Cymorth Twristiaeth Bwyd / Food Tourism Toolkit**
- **Dynodiad Daearyddol / Geographical indication**



Lowri Davies, Bwyd a Diod Cymru
Mawrth 2023



**Gwerth Cymreictod wrth
wasanaethu bwyd**

**Value of Welshness, Eating and Drinking
Out of Home**



2 arolwg craidd gydag Ymwelwyr a Masnach
2 core surveys across Guest and Trade

**Value of
Welshness**
OUT OF HOME

Ymwelwyr/Guest

Masnach / Trade

Ar-lein /On-line 1,400
1,000 Lloegr/ England,
400 Cymru/ Wales

Arolwg Stryd / Street
Survey
100 Cymru / Wales

Arolwg Ffôn /
Telephone Survey in
Cymru/ Wales 200

Archwiliad Bwydlen /
Menu Audit
70 Lleoliad / Outlets

Chwech math agweddol Bwyd a Diod Cymru

Welsh Food and Drink Six Attitudinal Types



Adventurers
Unique experiences
and variety



Food Lovers
The ritual of cooking
and quality



Healthy Lifestyle
Health and
wellness



Busy Lifestyle
Speed and
convenience



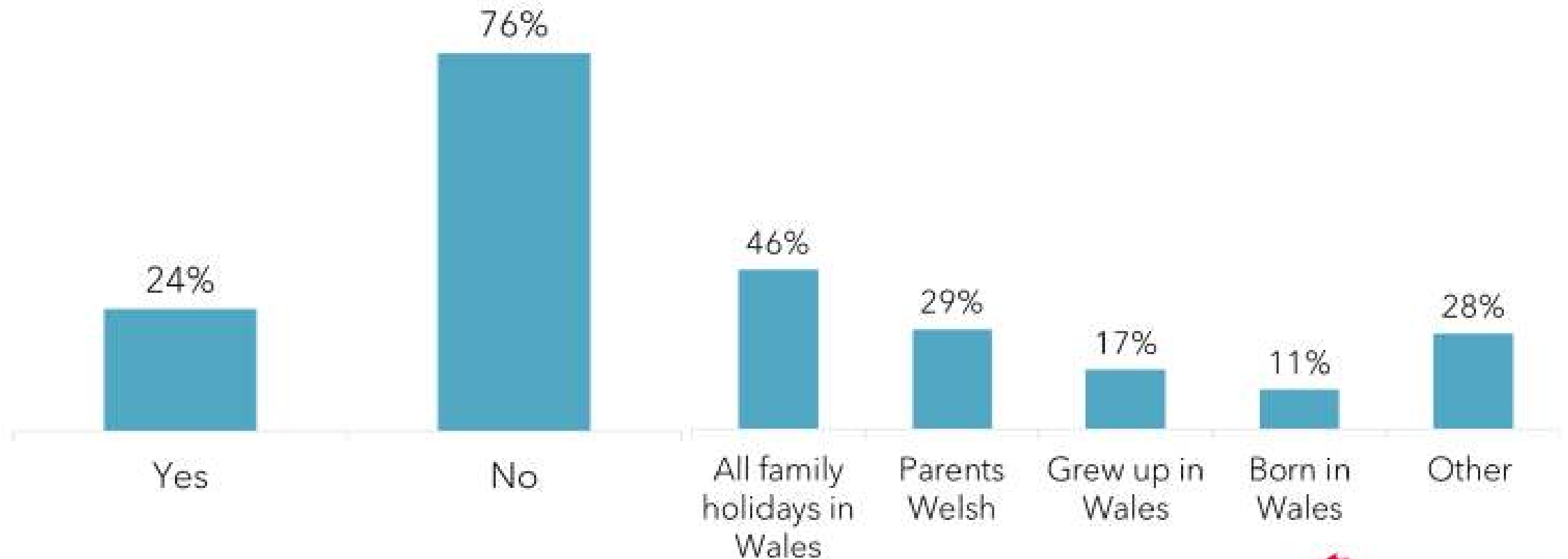
Ethical Eaters
Sustainability and
ethical sourcing



Traditionalists
Familiarity

Cyswllt â Chymru – mae chwarter o ymwelwyr Saesneg yn teimlo'n rhannol Gymraeg

Affinity to Wales – a quarter of English Visitors Feel Partly Welsh



Cymreictod wrth Wasanaethu Bwyd...



yn meddwl ei bod yn bwysig i leoliadau fod ag ystod dda o brydau sy'n cynnwys **CYNHWYSION O GYMRU**



yn meddwl ei bod yn bwysig i leoliadau fod ag ystod dda o **DDIODYDD O GYMRU**

MAE **75%** yn debygol o ymweld os oes cynnig Cymreig da



yn llai tebygol o ymweld os nad oes cynnig Cymreig



eisiau gweld rhagor o **EITEMAU CYMREIG** ar y fwydlen



yn talu mwy am **BRYD CYMREIG**

Welshness in Food Service...



think it's important that venues have a good range of dishes with **WELSH INGREDIENTS**



think it's important that venues have a good range of **WELSH DRINKS**

75% are more likely to visit if there is a strong **Welsh** offer



are less likely to visit if there is no **Welsh** offer



want more **WELSH** included in the menu



would pay more for a **WELSH DISH**

Mae cynnig Bwyd a Diod Cymreig yn bwysig i ymwelwyr.... Offering Welsh Food and Drink is important to Guests....



think it's important
that venues have
a good range of
dishes with **WELSH
INGREDIENTS**



think it's important
that venues have
a good range of
WELSH DRINKS


**Guest
Need Gap**

Businesses/Venues

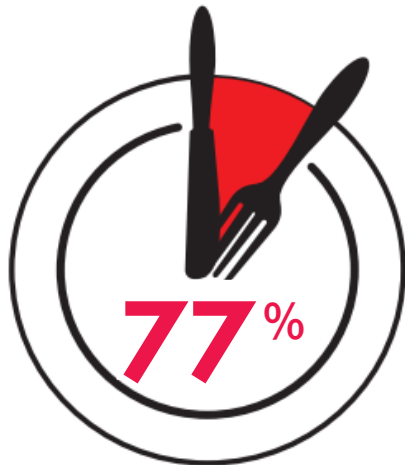
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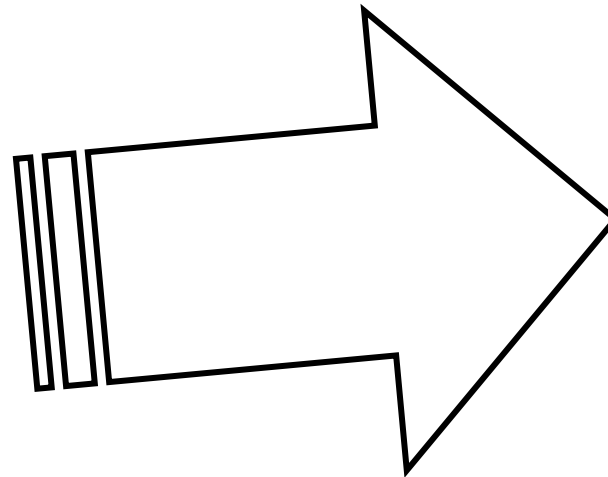
Welsh Food
and Drink is
important

Mae'n dod yn bwysicach fyth i gael dewis da o brydau wedi'u gwneud a chynhwysion Cymreig dros gyfnodau'r ymchwil...

It is becoming significantly more Important to have a good selection of dishes made with Welsh ingredients over the phases of research...



2017

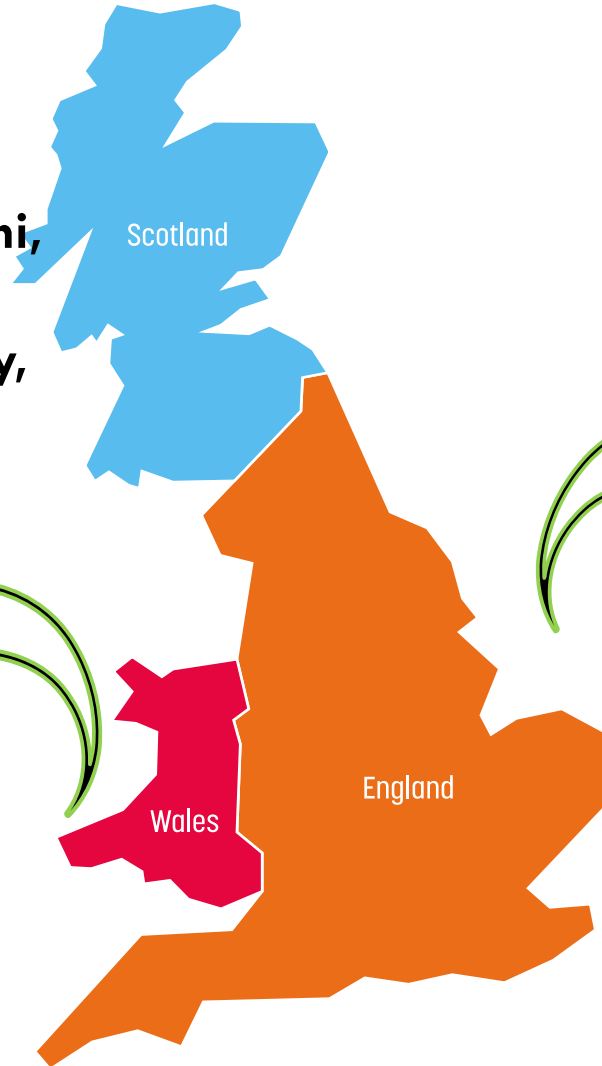


2021

Pam? Why?



**Cefnogi'n lleol, Economi,
Ffermio
Support Local, Economy,
Farming**



**Cefnogi'n lleol, Economi,
Ffermio Support Local,
Economy, Farming**



**Mwy ffres
Fresher**

**Cyfoethogi fy mhrofiad
Enhances my Experience**



**Gwell i'r amgylchedd
Better for the
Environment**

**Mwy ffres
Fresher**



Crynodeb / Summary

8/10 Guests think it's important to have a good Welsh range.
9/10 want more.
50% will pay more

Cyfle i yrru gwariant yn y lleoliad

Opportunity to drive Venue Spend

93% say promote Welsh it adds value.

Hyrwyddo'r Gymraeg lle fo'n bosib

Promote Welsh wherever possible

1/4 of Guests may not visit unless there is a range of Welsh Products.

Darparu cynnig craidd i gwrdd a'r bwch angen Cymraeg i annog ffyddlondeb

Deliver a core range to meet the Welsh Need Gap to Drive Loyalty

Identify your 2 top Guest profiles

Cynnig ystod o gynnyrch sy'n cydfynd a'r proffiliau ymwelwyr

Range the products to match your Guest Profiles.

Defnyddio Pecyn Cymorth

Twristiaeth Bwyd LL.C am awgrymiadau a chynghor

Use the WG Food Tourism Toolkit for tips and advice



**Bwyd a Diod Cymru
Food & Drink Wales**

**RHAGLEN DATBLYGU MASNACH
TRADE DEVELOPMENT PROGRAMME**

Food Tourism Toolkit

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Pecyn Cymorth Twristiaeth Bwyd / Food Tourism Toolkit

Adnodd digidol ar gael i'w rannu a chwsmeriaid / Digital resource available to share with customers

Ychwanegu gwerth trwy ddisgrifio cynnyrch a gwell cynllunio / Adding value through better product description and planning.

Defnyddio'r ymchwil a'r mewnwleidiad sy'n cwmpasu galw cwsmer a ymddygiadau gwario / Activating the research and insights around customer demand and spending behaviours.



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

BLT

Welsh rarebit

Fish platter

Cheese and biscuits

Scones and jam

Bread and butter pudding

After

Myrddin Heritage bacon, leverbread, tomato and toasted Aler Goch sourdough

Snowdonia rarebit with home pickled red onions and salad leaves

A sharing platter of Black Mountains smoked trout, Patchwork's peppered mackerel pâté, Parsons' cookies, liver toast and Blodyn Aur may garden herb and lemon dip. Blaenafon Pwll Mawr/Caws Cennarth Caerfili, Telf with leverbread, Angibdy, Trefleibwyn Blue, Crêloc's savoury biscuits and Calon Lân apple chutney

Home-made buttermilk and lemon scones served with Dafodil clotted cream and Welsh Lady strawberry preserve

Bers brith and butter pudding with Merlyn liqueur served with award winning Corti's vanilla ice cream

Main courses

Before

Steak and chips

Sausage and mash

Fish and chips

Lamb shank with vegetables
vegetarian sausage

After

Pan fried Celtic Ffride sirin steak, roast onions, Portobello mushroom with Gower potato house wedges

Edwards pork and leek sausages, Pembrokeshire mash with mustard and Halletts cider and onion gravy

Welsh beer battered haddock with Pwll Mawr salted Bla y Tir chips

Welsh mountain lamb shank, slow cooked with a cawl broth
Glamorgan sausages - a traditional recipe of crispy vegetarian sausage made with Hafod cheddar, leek, breadcrumbs and herbs served with a seasonal salad and vine roasted tomatoes

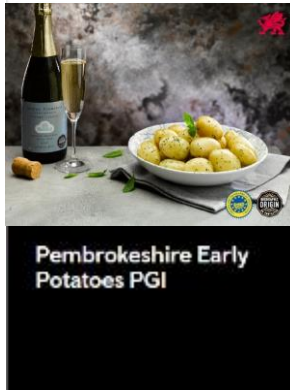
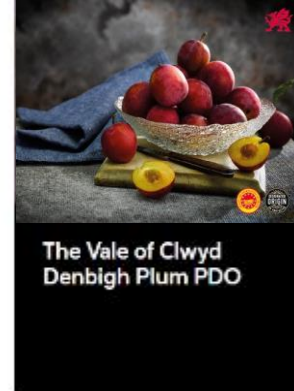
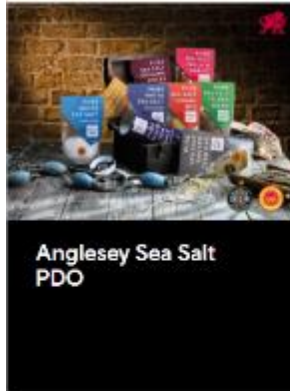
Brecon Venison haunch steak served with Afon Mili blackberry mead sauce

Venison steak with fruity sauce

CYNLLUN DYNODIAD DAEARYDDOL
(GI)
GEOGRAPHICAL INDICATION (GI)
SCHEME



Cyflwyno'r teulu GI Cymreig cyfredol : Introducing the current Welsh GI Family:



Sut i ymgeisio / How do I apply

- Gallwch ymgeisio fel:
 - unigoliyn NEU
 - grwp o gynhyrchwyr.



- I ymgesio mae angen cwblhau 2 ddogfen, un yn Fanyleb Cynnyrch
- Panel Craffu DEFRA – unrhyw newidiadau i'r fanyleb
- Ymgynghoriad Cenedlaethol (Unrhyw wrthwynebiadau)
- Dyfarnu'r statws GI

**Gall y broses gymryd hyd at 24 mis...
nths**



- One can apply either as :-
 - an individual or
 - as a group of producers.
- To apply one needs to complete 2 documents, one of which is a Product Specification
- DEFRA Scrutiny Panel – any amendments to PS
- National Consultation (Objections / No objections)
- Awarding of GI status

**The full process can take up to 24
months...**





Gofynion Cynhyrchwr GI Producer requirements

- Ethos cynllun GI'r DU = **HOLLGYNHWYSOL**
Ethos of UK GI scheme – INCLUSIVITY

Os oes gen gynnyrch statws GI, yna gall unrhyw un gynhyrchu'r cynnyrch, ar yr amod, wrth ddefnyddio'r enw cofrestredig, fod RHAID :

- Derbynn archwiliad GI
- Dilyn gofynion labelu/logos

If a product has GI status anyone can produce that product provided when they use the registered name they MUST be:

- *GI audited*
- *Labelling /logo compliant – when the name is used it must be followed by the relevant GI logo*



Manteision Statws GI / Benefits of GI status

P'un a yw defnyddwyr yn chwilio amdanynt yng Nghymru neu ar draws y byd, gall cynhyrchion o Gymru â statws GI hawlio ansawdd, dilysrwydd a threftadaeth unigryw eu tarddiad naturiol.

Whether consumers seek them out in Wales or around the world, Welsh products with GI status can claim the distinctive quality, authenticity and heritage of their natural place of origin.

- Amddifyn yn gyfreithiol yn erbyn dynwarediad, camddefnydd neu dwyll / *Provides Legal protection against imitation, misuse and fraud.*
- Yn farc o ansawdd cenedlaethol / *Globally recognised 'quality mark'*
- Yn tystio natur olrheinadwy a tharddiad eich cynnyrch / *Gives traceability and provenance credentials to your product*
- Yn cryfhau hunaniaeth Bwyd a Diod Cymru / *Strengthens the Welsh Food and Drink identity*
- Yn cynnig amrywiaeth yn y farchnad er mwyn bod yn gystadleuol, yn y farchnad gartref ac wrth allforio / *Provides market differentiation to help obtain a competitive edge both for a domestic market and when exporting*
- Cysylltedig a chynnyrch gwarchoddedig eraill, gyda'r potensial o ychwanegu gwerth, a gallu gosod pris uwch / *Associated with other 'flagship' products with the potential to 'add value' and command a premium price*



GENUINELY ICONIC

GWIRIONEDDOL EICONIG



GENUINELY
ICONIC

WELSH GEOGRAPHICAL
INDICATION FAMILY



There's a feast of Genuinely Iconic Welsh products, which enjoy coveted GI status.

- 1 Carmarthen Rice (PDO) Albert Rice Ltd.
- 2 Traditional Welsh Cawl (PDO) Caws Cawlwr
- 3 Cawny Mussels (PDO) Cawny Mussels Company
- 4 Welsh Wine (PDO) and Welsh Regional Wine (PDO) Cynffwrdd Wineyard
- 5 Gower Salt Marsh Lamb (PDO) Gower Salt Marsh Lamb Limited
- 6 Welsh Milk (PDO) The Anglesey Sea Salt Company Ltd
- 7 Welsh Wine (PDO) and Welsh Regional Wine (PDO) Cynffwrdd Wineyard
- 8 Welsh Wine (PDO) and Welsh Regional Wine (PDO) Redwyn Wineyard
- 9 Traditional Welsh Cider (PDO), Traditional Welsh Perry (PDO) Old Myny Cider
- 10 Welsh Wine (PDO) and Welsh Regional Wine (PDO) Paros Ffyn Wineyard
- 11 Peniarthodde Early Potatoes (PDO) Bla y Tr
- 12 Welsh Lamb (PDO)
- 13 Welsh Beef (PDO) & Welsh Lamb (PDO) Hŷfa Cŵ Cymru/Welsh Premium Meats
- 14 West Wales Cornish Caught Salmon (PDO)
- 15 West Wales Cornish Caught Lobster (PDO)
- 16 Welsh Wine (PDO) and Welsh Regional Wine (PDO) White Castle Wineyard

These products are in the later stages of the GI2 application process and, hopefully, if successful, will soon be joining our expanding Welsh GI family.

- 17 Single Malt Welsh Whisky Aber Falls Distillery
- 18 Single Malt Welsh Whisky Peniarth Distillery
- 19 Single Malt Welsh Whisky Dyff Distillery
- 20 Welsh Lamb Bla y Tr



To find out more, scan the QR Code on your phone.



Diolch yn fawr / Thank you very much

Unhryw gwestiwn / Any questions?

Manylion Cyswllt:

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