Who is this toolkit for?
If you organise an event, be it a vintage car show or a music festival, have you ever considered using local Welsh food and drink as an added draw?

If not let us share with you our vision of how provenance can help make your event stand out.
What’s so special about Welsh food and drink?

Our grass is green, our rivers are deep, our mountains are high and our natural larder is plentiful. Wales has a long and proud tradition of producing outstanding food and drink with an abundance of natural resources and raw food materials.

Like most of what we do in Wales, food and drink is rooted in our communities, shaped by our landscape and honed by our culture and language. At its best, Welsh food is simple: the best ingredients, cooked skilfully by passionate people.
Have you thought of tying your event into wider marketing campaigns?

Year of the Sea 2018 is a continuation of Visit Wales’s work to challenge old perceptions of Wales by promoting our world-class products, events and experiences, our people, places and practices – in fact everything that makes Wales a distinctive place to visit.

It builds on the success of Year of Adventure 2016 and Year of Legends 2017 which celebrated Wales’s past, present and future. Looking ahead to Year of Discovery 2019 – this will build on the three previous themes and emphasise that Wales is alive with events and activities. #FindYourEpic
Ok, but what has this to do with food?

Food and drink go hand in hand with hospitality and tourism in Wales. More and more, food is an important influence on people’s decision to visit Wales.

Today’s visitors are demanding, informed travellers looking for experiences that are:

- Authentic
- Creative
- Alive

so take this opportunity by offering a distinctive food and drink showcase by combining authentic, quality, seasonal food and local ingredients.

So why should I source Welsh food and drink?

Recent research by experts has shown that promoting a clear ‘Welsh’ identity on products often adds considerable value to the offer:

- 44% of Welsh consumers would be prepared to pay more for produce if they knew it was Welsh
- 85% of Welsh consumers agree that Welsh produce is great quality
Experience
Local food differentiates your event and offers a unique selling point – visitors actively seek out a ‘special’ experience, and will often pay a premium for freshness and known provenance. By offering an authentic Welsh experience that customers will remember, they will share this with friends & family, and are more likely to return.

Marketing
Providing local food also provides you with a focused marketing tool. It could increase your target market and attract visitors who wouldn’t normally attend your event.

Environmental impact
Reduces food miles and minimises the effects of food distribution on the environment.

Support the local economy
The mountains, the sea, the grass, the people. Our beautifully rugged landscape producing deliciously raw food materials. Our proud, deep-rooted history providing much loved recipes. Our passionately resourceful people creating first class eating experiences. Harness the power of your surroundings and embrace the quality of your provenance.

56% of UK consumers regard Wales as being known for producing great food & drink

75% of UK consumers regard top Welsh brands as signifying ‘great quality’
Where can I find Welsh food and drink?
Start your quest by looking at what your current food offering is and where your produce comes from.

Can your current food offering provide a more local eating experience?

Are there any local suppliers who can provide you with a similar service?

For further inspiration and to find award winning producers from your area check out the This is Wales Taste Welsh Great 2017 guide.

It’s not all about the celebrities of the food sector. Take a glance through the Welsh food and drink producers and wholesalers directory – a comprehensive reference guide to all major suppliers in Wales, Welsh Food and Drink Directory, or look online for a range of resources.

Get some help… why not contact your local authority and see whether they have a food or tourism officer responsible for local food businesses.

Get out and about, head down to your local street or farmers’ market to discover the delights of seasonal food. Meet the producers themselves and try their produce first hand. Even better, take a day off and visit your local food festival. Go armed with a set of business cards, pick up theirs from the stallholders and enjoy tasting the delights of your local surroundings! Being a visitor for the day will give you a better idea of what your visitors might want.

A handy toolkit on food festivals, that might also be relevant for your festival, is the Welsh Government’s Food Festival Toolkit.

For a range of sources see the end of this document.
Build a relationship with your local producers, find out their story and how their produce is grown or made. Tell their story by featuring them in your marketing material, as part of your social media campaigns and even in your program of events on the day. Big them up, make them feel special, and in turn they will provide a unique, quality, local eating experience that your visitors will remember.
Who and where?

Make sure you and your staff are clued up on who is at your event, and what they provide. Generate some excitement within your staff, and they will in turn pass this onto your visitors.

Create a food map of your local area, pin-pointing your suppliers and visually demonstrating how local they are. Spread this map far and wide to generate interest.

How to choose?

Start with your target market.

You should have a profile of your desired customer; what age are they?

Is it families or couples?

Are they there to drink?

Are they there to buy produce?

Are they there to socialise?

Are they there to try something new?

Once you have a profile of your target audience, you will then have a better idea of what kind of local food provision they would engage with. Even better, ask them! Conduct a quick Twitter survey giving your followers various options to choose from.

Theme.

Think about what type of food ties in with your event, for example if you are organising an active event, your food offering should include fresh, clean and healthy to reflect the experience you are trying to create. On the other hand, if your event has hundreds of Elvis lookalikes in attendance (nod to the Porthcawl Elvis Festival), your food offering should include local American themed produce.

It’s not just the food that is getting the local treatment; make the most of local drinks by stocking your bar full of alcoholic and non-alcoholic local delights.

Remember that visit to the food festival? Get in touch with the street food vendors you met and invite them along to your event. It’s not all about the food producers!
Five top tips.

1. Blog about your producers, tell their story.

2. Find producers who fit your theme.
3 Use local food to create a unique experience.

4 Encourage them to promote their event presence.

5 Tie in a cooking demo which matches your event.
The five step guide.

1. Evaluate / assess current food offering: could you provide more local food? What is already local? What needs to be more local?

2. Create a ‘wish list’: in the perfect world, where would your food come from, what form would it take and how would it complement your event?

Useful links.

Food & Drink Wales
www.gov.wales/foodanddrinkwales

This is Wales. Taste Welsh Greats 2017

Welsh Food and Drink Directory

Food Festival Toolkit
Conduct your research: attend food festivals, farmers’ markets and use the links in this toolkit to find producers local to you.

Make meaningful connections: visit your chosen producers, build a good rapport with them, get to know their story.

Link it all up: work the producers and their stories into your marketing campaign.

Farmers’ Markets
www.fmiw.co.uk

Seasonal food and drink
www.eatthesequasons.co.uk

Sourcing suppliers
www.foodinnovation.wales

Use of Welsh language
www.comisiynyddygymraeg.cymru

Visit Wales
www.visitwales.com
For more information contact the team at
foodskills.cymru | 01982 552646
wales@lantra.co.uk | @foodskillsymru