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2026
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From rich natural resources to heritage and traditions, innovation and creativity, the Welsh food and drink industry has it all – and as you will read in the following pages, the Welsh Government has harnessed this power to not only strengthen the sector in its domestic market but showcase Wales as a bastion of excellence around the world.

Sustainable, healthy, supportive, celebratory and delicious: Wales is an inspiring blueprint for our shared food and drink future.

Specialty Food is proud to present this celebration of Wales' food and drink in collaboration with the Welsh Government's Food & Drink Wales.

Bwyd a Diod Cymru
Food & Drink Wales

Relish Welsh excellence



The reputation of the Welsh food and drink sector is impressive – and growing at remarkable speed – thanks to the passion of everyone at its heart. From small-scale businesses serving their local communities to the internationally-renowned producers creating iconic GI food and drink, the energy behind the sector is palpable.

This is in large part due to the efforts of the Welsh Government, which has been working tirelessly to support food and drink businesses from the ground up and to create frameworks which will benefit people and planet for generations to come.

The Speciality Food team is truly inspired by the Welsh food and drink sector, and excited to share its stories within these pages. Meet the producers at the peak of the country's culinary excellence, discover the work the Welsh Government has been doing to ensure a sustainable future for this pioneering industry, and uncover the data behind its awe-inspiring success.

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From the publishers of
SPECIALITY FOOD



Why Wales?

UNDERESTIMATE THE POWER OF WELSH FOOD AND DRINK AT YOUR PERIL; THIS INDUSTRY IS NOT ONLY A BEACON OF THE COUNTRY'S BRILLIANCE BUT A THOROUGHLY MODERN ICON FOR CONSUMERS AND BUSINESSES ALIKE

It's not for nothing that Wales is a food and drink powerhouse; its unique blend of trade might, Government and industry support and a passionate focus on sustainability are steering it in a positive course for the future.

Not only does the country have an impressive 24 GI food and drink items under its belt – bringing kudos for food lovers of all descriptions and upping its value exponentially on a global scale (find out more on page 10) – but the plethora of support options that are available to businesses young and old makes it the poster country for levelling up the skills, output and reputation of an entire sector (see page 14 for more details).

> "FOOD CONNECTS US. IT TOUCHES UPON EVERY ASPECT OF OUR DAILY LIVES, BOTH INDIVIDUALLY AND COLLECTIVELY. FROM FARM TO FORK, THE FOOD SYSTEM SUPPORTS ECONOMIC PROSPERITY, OUR PHYSICAL AND MENTAL HEALTH, AND HELPS BRING OUR COMMUNITIES TOGETHER"
>
> **Huw Irranca-Davies MS, Deputy First Minister and Cabinet Secretary for Climate Change and Rural Affairs**

With its jaw-dropping landscapes across land and sea, it's no wonder that the very idea of Welsh produce conjures up associations of quality, freshness, heritage and craft. Indeed, the value of 'Welshness' has been explored by the Government – and the results, which you can see for yourself on page 8 – are nothing short of extraordinary. The data showed that 65% of Wales-based shoppers would pay more for a food or drink item which had been produced in Wales, and a staggering eight out of 10 would choose Welsh products in a like for like scenario.

It's not only Welsh consumers that are attracted to native produce; those located on the borders and across Great Britain – and beyond – have an appetite for it too. The numbers speak for themselves. According to Food & Drink Wales data, Welsh food and drink exports were worth £839 million in 2024, the highest recorded level from

HMRC and an increase of £26 million (3%) from 2023. The data also showed that the hunger for Welsh food and drink is particularly strong in the EU, with 76% of exports heading there as opposed to 58% for the UK.

Invaluable support

The confidence and know-how required to play such a powerful role on the domestic and global stage is no doubt at least in part due to the support given to food and drink businesses, of all sizes and persuasions, by the Welsh Government. The suite of support offered to them is highlighted on page 14, and the value of this is reflected in the data.

The scale of the Welsh food and drink industry, not to mention its impressive growth, gives one pause for thought, but the following fact truly stops anyone who questions the power of Wales' domestic food and drink sector in their tracks: In 2021, the Welsh Government set the target of increasing the value of the 'food foundation' sector – which covers businesses which produce, process, manufacture and wholesale food and drink products, some of which receive direct support from Food & Drink Wales – to £8.5 billion by 2025. This target was met (and then some), with the sector's value hitting £10.2 billion in 2024.

With generous support from Government already firmly in place, and a continuous roster of new forward-thinking plans being put into practice – see details of the Wales Community Food Strategy right– it's no wonder that Wales is a destination for all corners of the food and drink world; from large-scale international brands to grassroots businesses and the passionate food lovers they serve.







87% OF **FOOD AND DRINK** MANUFACTURERS IN WALES ARE **SMALL OR MICRO BUSINESSES**, AND THE VALUE OF THE FOOD FOUNDATION SECTOR WAS **£10.2 BILLION** IN 2024

SOURCE: FOOD & DRINK WALES

WALES COMMUNITY FOOD STRATEGY

In line with its Well-being of Future Generations (Wales) Act, in the past 12 months the Welsh Government has launched a new initiative to strengthen the bonds between producers and local communities as well as the health of people and the land: the Wales Community Food Strategy. Designed to promote social inclusion and sustainable production and attack the issues of food poverty and obesity by improving understanding of and access to high quality fresh and healthy produce, the Wales Community Food Strategy is a thoroughly inclusive and forward-thinking view on the social power that food holds.



Industry Voices

THREE FIGURES OF THE WELSH FOOD AND DRINK INDUSTRY SHARE THEIR VIEWS ON THE INNOVATIVE SECTOR

Professor David Lloyd, Food & Drink Wales Industry Board



As chair of the Food & Drink Wales Industry Board of 10 industry experts across the food sector, I'm part of the group highlighting key issues faced by the industry to the First Minister and advising Government on policies. This is on a larger scale to the issues the Government's support programmes deal with – for example, we manage education around food for the lifespan of a child. If this is broken the child loses a connection with real food so this work is vital. By collaborating we have a tangible effect and can make interventions.

It is vital that the food sector is supported; we can automate many things, but we can't automate farming and many other roles in food production. There will always be jobs available. As a result of the Covid-19 lockdowns we understood more than ever the need to manufacture – no country can exist without some form of food production.

The Welsh food and drink industry is strong, with a range of products in all 18 subsectors which all demonstrate quality and safety – and this is increasingly recognised beyond Wales' borders.

Within Wales itself there's growing awareness of our domestic food and drink industry; there is more Welsh food and drink on the shelves, in fact it has doubled in 10 years, and PGI products are a valuable part of this – we are lucky to have a plateful of them. Retailers have been excellent at sourcing local foods and they're a major player in this growth.

> "IT IS VITAL THAT THE FOOD SECTOR IS SUPPORTED; WE CAN AUTOMATE MANY THINGS, BUT WE CAN'T AUTOMATE FARMING AND MANY OTHER ROLES IN FOOD PRODUCTION. THERE WILL ALWAYS BE JOBS AVAILABLE"

José Peralta, Hybu Cig Cymru – Meat Promotion Wales



Wales is naturally well placed to produce high quality red meat – owing to its maritime climate, mountainous landscape and its farming

> WELSH FARMERS PAY GREAT ATTENTION TO NURTURING AND MANAGING THE LAND AND PASTURES SINCE IT IS THE MAIN INGREDIENT IN PRODUCING HIGH QUALITY PGI WELSH LAMB AND PGI WELSH BEEF

heritage. Sheep and beef farming is embedded in Wales' culture and is a backbone across rural communities. Farming practices have been passed down generation to generation, establishing Wales' reputation for creating high quality lamb and beef. Welsh Lamb and Welsh Beef also enjoy European and UK protected geographical indications (PGIs) acknowledging their distinct and unique qualities.

Wales' landscape is fundamental to Welsh Lamb and Welsh Beef's reputation and production. Most of Wales' beautiful yet challenging landscape is only suitable for growing grass and rearing sheep and cattle. Welsh farmers pay great attention to nurturing and managing the land and pastures since it is the main ingredient in producing high quality PGI Welsh Lamb and PGI Welsh Beef.

Wales retains a strong heritage and legacy of sheep and beef farming. Wales is made up of the network of family farms which are typically handed down generation to generation with many families farming the same land for hundreds of years.

Welsh Lamb and Welsh Beef are well known in Wales and the UK but Welsh Lamb, in particular, enjoys a global reputation also. Welsh Lamb is exported to discerning customers around the world including France, Italy, Germany, the UAE, Japan and America.

In 2024 the total volume of sheep meat exported from Wales was estimated at almost 29,000 tonnes (this includes fresh, frozen & offal products). The estimated value of these exports stood at £201.6 million [Source: HCC estimates based on HMRC data].

Welsh red meat levy body Hybu Cig Cymru – Meat Promotion Wales (HCC) works on behalf of the industry to promote Welsh Lamb and Welsh Beef and support retailers with business development and promotion. HCC is funded directly through farmers and industry and are available to support with supply chains as well as sales and marketing.

Gwen Davies, Vale Vineyard



Quite often we're met with huge surprise that we can produce wine in Wales, but our range of still and sparkling wines is popular within Wales and elsewhere in the UK. Having high demand and a limited supply means we can sell them at a higher price point. We have to get out and tell the story, and we welcome a lot of visitors on our tours over the summer which is very popular – it's lovely to surprise them on the quality of the wine.

Our aim is to be as sustainable as possible. We bring some of the sheep down from the other farm over the winter and they graze between the vines and tidy up all the grass before we start pruning. We're not disrupting the soil at all, so we're not releasing carbon – everything is contained and recycled.

> THE SUPPORT OF LOCAL PEOPLE AS WELL THE WIDER WELSH COMMUNITY FOR WHAT WE'RE DOING ALWAYS ASTOUNDS US

We have also been experimenting with disease resistant PIWI varieties of vines which require a lot less spraying than conventional grape varietals; so long as we keep their nutrients in check over the summer, they pretty much look after themselves.

The support of local people as well the wider Welsh community for what we're doing always astounds us. There's been a lot of research into the value of Welsh food and drink and people are really passionate about supporting local businesses – they like to see Welsh branding on their food and drink, which is heartening.

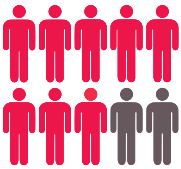


The power of 'Welshness'

THERE'S UNDOUBTEDLY A STRONG APPETITE FOR WELSH FOOD AND DRINK

Welsh Shoppers...

8/10



would choose **Welsh** for top products (Like for Like)

Nearly **2/3**



would pay more for **Welsh,** up from 44% in 2017



say it's important for their retailer to stock a good range of **Welsh products**



2/3

seeing Welshness on packs encourage shoppers to buy the product



7/10

think their retailer has a good selection of **Welsh food and drink**



2/3

would like their retailer to stock more **Welsh products**



Outside of Wales...

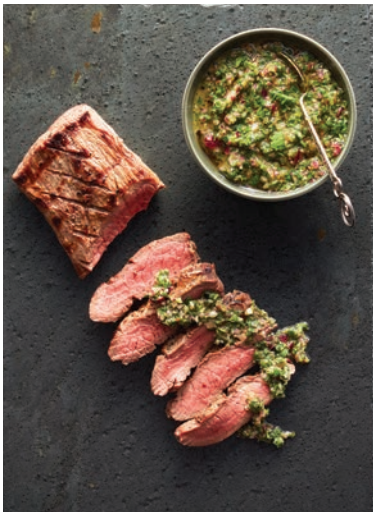
80% **of shoppers in England** think that it's important their retailer has a great range of brands with **Welsh, Scottish and English** provenance



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Heritage at its Heart

WALES BOASTS A CORNUCOPIA OF HIGH QUALITY FOOD AND DRINK PRODUCTS WHICH POSITION PROVENANCE FRONT AND CENTRE

With its renowned coastlines and plentiful seas, lush landscapes and varied terrains, Wales is a natural home for fantastic food and drink. From the stunning heather-hued moorlands where bees feed on fragrant Ling blossoms to create uniquely delicious honey to the waters where some of the world's best oysters are nurtured, the Welsh landscape offers a veritable larder of culinary delights – and this varied menu plays a key role in the country's culture, where a passion for high quality produce runs deep.

Combine this connection with the land with specialist knowledge and skills that have been proudly passed down from generation to generation, and it's only natural that the country boasts a high number of food and drink products with Geographical Indication status and therefore the invaluable ability to claim the distinctive authenticity, quality and heritage of their origin.

Food lovers of all persuasions can benefit by tucking into Welsh GI produce: from the customers who relish the inspiring culinary experience and taste of Welsh history that are key ingredients of GI products, whether they come from near or far; to the retailers who service these customers and can command a higher value thanks to the innate high quality and engaging stories baked into Welsh GI produce; and the producers who make it their life's work to ensure that Wales' reputation for food and drink excellence stands tall through the centuries.



AT A GLANCE: GEOGRAPHICAL INDICATION

Protected Designation of Origin (PDO): demonstrates that the product has been produced, processed and prepared in a specified region which gives the item a distinctive quality.

Protected Geographical Indication (PGI): indicates that at least one stage of production, processing or preparation has taken place in a specified region to benefit its quality.

Traditional Specialties Guaranteed (TSG): focuses on the traditional production method of a product, sometimes with links to a specific area.

WALES' LATEST GI STARS

In the past 12 months, four new iconic Welsh foods have joined the GI ranks. Pembrokeshire Native Oysters PGI and Pembrokeshire Rock Oysters PGI, Dovey Native Botanical Gin PGI and Welsh Heather Honey PGI have been awarded GI status – offering yet more opportunities for fine food retailers to relish the best that Wales has to offer.

Pembrokeshire Native Oysters PGI and Pembrokeshire Rock Oysters PGI

With Pembrokeshire's heritage of oyster farming dating back to the 17th Century, it is perhaps no wonder that the region has been awarded much-deserved GI status for its perfectly crafted blend of traditional knowledge and skills with modern-day sustainability efforts. Nature plays a key role, too, with the environs of the Daugleddau Estuary playing host to the oysters which, thanks to the nutrient-rich waters of the estuary and the nearby Preseli Mountains, boast a uniquely delicious flavour much sought after by renowned chefs.



Dovey Native Botanical Gin

Made in small batches with craftsmanship at its core, Dovey Native Botanical Gin offers an authentic taste of the Dyfi/Dovey UNESCO World Biosphere Reserve in mid-Wales thanks to its use of 17 native botanicals which have been sourced from this unique and biodiverse landscape. There are four distinct habitats present within the area, from salt marshes and coastal areas to peat moorlands and broad-leaved woodlands, each of which provides an incredible variety of botanicals to make this spirit a true taste of its home.

Welsh Heather Honey PGI

A rare delicacy offering an unadulterated taste of the vibrant Ling Heather blossoms abundant in Wales, Mel Grug Cymru – Welsh Heather Honey – is not only 100% natural but as minimally processed as any honey lover could wish. Instantly recognisable thanks to its thixotropic qualities (its gel-like texture turns liquid when stirred) and bubbles, a sign of its purity, its minimal processing allows the nutrients of the pollen grains within to remain – and its rich amber colour, full-bodied texture and robust flavour to delight all food lovers.





WELSH ICONS

In 2026, there are 24 Welsh foods which boast Geographical Indication status including the following products:

Anglesey Sea Salt (Halen Môn) PDO
Traditional Welsh Caerphilly PGI
The Vale of Clwyd Denbigh Plum PDO
Conwy Mussels PDO
Welsh Laverbread PDO
Carmarthen Ham PGI
Gower Salt Marsh Lamb PDO
Cambrian Mountains Lamb PGI
Traditionally Reared Pedigree Welsh Pork TGI
Pembrokeshire Earlies PGI
Welsh Regional Wine PGI
Welsh Wine PDO
Traditional Welsh Cider PGI
Traditional Welsh Perry PGI
West Wales Coracle Caught Sewin PGI
West Wales Coracle Caught Salmon PGI
PGI Welsh Beef
PGI Welsh Lamb

The latest products to earn GI status are:
Pembrokeshire Native Oysters PGI
Pembrokeshire Rock Oysters PGI
Welsh Heather Honey PGI
Welsh Leeks PGI
Single Malt Welsh Whisky PGI
Dovey Native Botanical Gin PGI

> "THE WELSH LANDSCAPE OFFERS A VERITABLE LARDER OF CULINARY DELIGHTS – AND THIS VARIED MENU PLAYS A KEY ROLE IN THE COUNTRY'S CULTURE, WHERE A PASSION FOR HIGH QUALITY PRODUCE RUNS DEEP"



Sustainability in Action

THE LONG-TERM HEALTH OF PLANET AND BUSINESSES IS AT THE CORE OF THE WELSH GOVERNMENT'S FOOD AND DRINK PLANS

HOW INDEPENDENT RETAILERS CAN BENEFIT

Support is also available to independent retailers, helping them strengthen their sustainability plans, stay aligned with industry progress and compete with their larger counterparts in terms of climate resilience preparation and readiness. Food & Drink Wales' resilience toolkit includes frameworks for self-assessments, tools to monitor progress, and insight into relevant issues such as financial challenges, staffing and legislation.

The Welsh food and drink industry is highly regarded for being forward-thinking, but when it comes to sustainability it truly is a step ahead. The Welsh Government has vowed that in a world where climate change is becoming an increasingly pertinent issue – impacting weather patterns and the ecology of the land the sector relies on – its domestic industries will become one of the most sustainable in the world and has put a number of steps into place to help producers on their sustainability journey.

In order to future-proof their operations and work towards a safer shared future, Welsh food and drink businesses are encouraged to consider their environmental impact and how the changing environment affects their future operations, lower their carbon emissions, improve their waste management systems and maximise the use of renewable energy sources.

They are also working towards increasingly circular operations to strengthen resource efficiency and build long-term resilience."

These are long-term goals, with a number of factors having been laid out in the Climate Act 2008 and the



process feeding into the UK's goal to have net zero greenhouse gas emissions by 2050. Wales set out its plans in its 2020 International Strategy for Wales publication, within which environmental matters played a key role, and the hope is that the country's efforts will form a blueprint model for other international food and drink industries to follow.

The Welsh Government also published its Climate Adaptation Strategy for Wales in 2024, part of which highlights the vital value of sustainable supply chains in a changing climate. In line with this, the Strategy includes plans to

minimise disruption to both domestic and international supply chains through diversification and capacity-increasing, plus by considering the climate implications of UK trade agreements.

Sustainability support

This encourages food and drink businesses to adapt their practices to be more planet-friendly, but with the suite of support services on offer from Government, businesses are thriving in their sustainability efforts and hitting environmental targets – with benefits to their customers and consumers, who are increasingly searching for sustainable solutions via producers and retailers.

Experts have advised that the best course of action is for businesses to embed sustainable practices into their everyday operations rather than considering sustainability goals a separate box to tick – a model supported by the Welsh Government's support suite – and by communicating their efforts with consumers and customers, food and drink businesses are demonstrating their positive and proactive attitude towards creating a more sustainable world for us all.

As part of its aims to be one of the world's most sustainable food and drink supply chains, the Welsh Government has formed the Sustainability Cluster to aid businesses in their sustainability journey. Members benefit from market insight, access to expertise and innovation, support in achieving B Corp Certification, and showcasing at events alongside Food & Drink Wales. The Carbon Reduction Pilot Scheme assists businesses in cutting down their carbon footprint and greenhouse gas emissions. Businesses which actively engage with the scheme will be eligible for support, which is transforming from a pilot scheme to a full service from 2026.

Support is also available via training and self-assessment of the readiness of businesses to adapt to climate changes via the Climate Adaption and ResilienceTraining (CART), and for the increasing number of B Corp certified businesses.

Only food and drink businesses that are proactively working to reduce their environmental impact – by having a carbon reduction plan and completing the assessment scheme – are able to apply for funding through government grant schemes. This demonstrates the key role sustainability plays in shaping the future of the Welsh food and drink industry.

Importantly, sustainability credentials are playing an increasingly significant role in securing financial support from banks and other financial institutions.



> THE WELSH GOVERNMENT HAS VOWED THAT IN A WORLD WHERE CLIMATE CHANGE IS BECOMING AN INCREASINGLY PERTINENT ISSUE – IMPACTING WEATHER PATTERNS AND THE ECOLOGY OF THE LAND THE SECTOR RELIES ON – ITS DOMESTIC INDUSTRIES WILL BECOME ONE OF THE MOST SUSTAINABLE IN THE WORLD AND HAS PUT A NUMBER OF STEPS INTO PLACE TO HELP PRODUCERS ON THEIR SUSTAINABILITY JOURNEY

A Supportive Ecosystem

THE COMPREHENSIVE SUITE OF SUPPORT SERVICES PROVIDED BY THE WELSH GOVERNMENT TO FOOD AND DRINK PRODUCERS HAS BEEN TRANSFORMATIVE

The world of producing food and drink can be a minefield; with all manner of hurdles to overcome, from financial challenges to staffing and training, supply chain issues, the constant demand for innovation and sustainability credentials to uphold, there's a lot to consider when it comes to growing a successful business. The Welsh Government recognises this and is proactively working alongside businesses to help them succeed and scale – and the level of success the food and drink industry in Wales has achieved since its support network was established is impressive to say the least.

Since launching its Strategic Vision, which incorporated this support network, in 2021, the growth of the industry – thanks in part to the support detailed below. 240 businesses have benefited from the nationwide support, saving hundreds of livelihoods, and this figure is rising steadily. For more insight into the scale of the Welsh food and drink industry, see page 4.

This connection between food and drink businesses and those who can offer the intelligence, inspiration and practical insights needed to sustain them has been a game-changer for the sector, and its positive outcomes are sure to inspire a blueprint for future generations.

Read on for details of some of the support packages that are available.

> “THIS CONNECTION BETWEEN FOOD AND DRINK BUSINESSES AND THOSE WHO CAN OFFER THE INTELLIGENCE, INSPIRATION AND PRACTICAL INSIGHTS NEEDED TO SUSTAIN THEM HAS BEEN A GAME-CHANGER FOR THE SECTOR, AND ITS POSITIVE OUTCOMES ARE SURE TO INSPIRE A BLUEPRINT FOR FUTURE GENERATIONS”

The HELIX Programme

The HELIX Programme provides a strategic backbone of technical support and new product development within Welsh businesses. The HELIX Programme brings together four centres of excellence in North, Mid and South Wales are dedicated to encouraging the development of the food sector and providing technical and operational support on all aspects of food manufacturing.





Cywain Programme

At any stage of their development, food and drink businesses are welcomed to the Cywain Programme where they will be given a tailored package to help them develop. The process begins with a diagnostics session, where the business's individual needs will be assessed, then varied modes of support will be provided – from industry connections including supply chain experts, as well as marketing and business strategy insights.

Market Insight Programme

A successful business is an informed one, and the Market Insight Programme supplies companies with the market intelligence they need to perform at their best. From reports spanning retail and out of home markets in Wales and the UK to industry data from 50 countries across the world, this is proving to be an invaluable resource for businesses wanting to stay ahead of the curve when it comes to trends and market forces.

Trade Development Programme

Through the Trade Development Programme Welsh Government are helping businesses to increase trade with retailers, independent stores, the public sector and food service within the UK. They also run marketing campaigns to raise awareness of the food and drink produced in Wales. A number of tools to help address skills and competency gaps are available under the Trade Development Programme banner, from The Retail Plan which provides details on the opportunities and challenges facing the sector to practical webinars via Trade Development Support, and the Commercial Skills Programme which develops the industry's commercial management standards. Plus, Meet the Buyer events that bring retailers and wholesalers face-to-face with producers.

Cluster Network

Direct Welsh Government support is available to a carefully selected group of food and drink sectors via Cluster Groups to aid businesses' growth via optimising commercial opportunities, boosting capability and managing obstacles. The Cluster Groups include: Fine Food & Honey, Drinks, Seafood, Nutri-Wales, Horticulture, Sustainability and Export.

Investor Ready Programme

This programme is designed to improve the financial expertise within businesses to help take them to greater success. Day-to-day operations and important business decisions can be improved by utilising the guidance from this Programme, including how to attract potential investors and valuable restructuring insights.

Food & Drink Skills Wales

Manufacturing and processing businesses are offered training opportunities to assist their growth, in topics covering leadership and management, marketing and sales, production and manufacturing, sustainability and decarbonisation, and compliance and statutory requirements. Support is also provided via bespoke training whereby businesses will be advised of training, course and apprenticeship opportunities which best suit each company's needs and supported to access funding.

Scale-Up Programme

By advising businesses on common hurdles that get in the way of scaling up – access to capital and capacity, improving skills, confidence and finding collaborators – the Scale-Up Programme offers a tailored approach covering mentoring, workshops, training and events including visits to inspirational businesses to help companies level-up their operations.

INVALUABLE EVENTS

Welsh Government collaborates with partners across the sector to host key events across the calendar year, from the Royal Welsh Show to the Insight Conference and Blas Cymru / Taste Wales. For more information visit businesswales.gov.wales/foodanddrink, and for a list of 2026 events see **p50**.

WELL-BEING OF FUTURE GENERATIONS ACT

The Well-Being of Future Generations Act is a groundbreaking piece of legislation making public bodies legally responsible for improving the environment, society, economy and culture, and is at the heart of everything the Welsh Government does.

ADDITIONAL RESOURCES

Information on further support is available elsewhere in this publication:
Sustainability Support: **p12**
The HELIX Programme: **p18**
Export Programmes: **p16**



International Potential

THE WORLD IS HUNGRY FOR WELSH FOOD AND DRINK – AND THE SECTOR IS READY TO FEED THIS GROWING APPETITE

Welsh food and drink's reputation for excellence extends far beyond its own borders – to the delight of food lovers across the world who appreciate its quality, authenticity and focus on sustainability.

Indeed, according to insights from Food & Drink Wales, the value of Welsh food and drink exports stood at £839 million in 2024 – the highest recorded yearly value from HMRC. This has risen by nearly half since 2019; a 47% growth of £269 million.

European countries with an appetite for premium quality food and drink are Wales' most valuable audience, with Ireland, France and Belgium the top destinations for Welsh food and drink exports. Despite the popularity of Welsh food and drink in its neighbouring countries, producers are setting their sights on further flung territories such as Asia, the Middle East and America to offset the sometimes choppy waters caused by Brexit and to introduce a wider international audience to the wonders of Welsh produce.

Wales' famed meat products are leading the charge, with a value in 2024 of £293 million, while cereal products are second in line with an impressive value of £170 million after a 187% boost between 2019 and 2024. Welsh fruit and vegetable exports experienced a sizeable increase in 2023-2024 – a jump of 147%, from £13 million to £33 million.

THE **VALUE** OF **WELSH** FOOD AND DRINK **EXPORTS** STOOD AT **£839 MILLION** IN **2024** – THE **HIGHEST** RECORDED **YEARLY** VALUE FROM **HMRC**

Helping producers grow

None of this success could have been possible without the support network enjoyed by numerous Welsh food and drink producers. This ecosystem, a key project of the Welsh Government, brings together experts from across the industry and beyond to bridge skills

gaps and realise businesses' potential – building a secure foundation from which producers can grow.

As part of the Government's Export Support Programme, one-to-one support is offered to businesses looking to export as means to increase their sales. The support available is invaluable, covering everything from strategies to financial concerns, procedures to regulations, culture to language insights, as well as overseas travel to research opportunities and build professional networks including attendance at Wales branded pavilions and trade shows such as Gulfood and Foodex Japan.

For more information on the support offered to Welsh food and drink businesses, go to page 14.

Connecting Welsh producers with the world

Held since 2017, Blas Cymru / Taste Wales is just one event whereby buyers from across the world can build relationships and connect first-hand with the country's finest food and drink. The 2025 event, held 22nd-23rd October at the International Conference Centre Wales (ICC Wales), Newport, brought together 150 Welsh producers and 300 buyers from around the world. Within a few weeks of the end of the event, confirmed sales for producers were already in excess of £45m,

Welsh Government Deputy First Minister and Cabinet Secretary for Climate Change and Rural Affairs, Huw Irranca-Davies MS, said of the event, "Blas Cymru / Taste Wales 2025 stands as a testament to the progress and ambition of Wales' food and drink sector. Multi-million-pound investments in innovation and infrastructure are helping our producers expand their reach, boost sustainability, and compete internationally. With 150 suppliers, over 200 new product ranges, and more than 3,000 products on display, this event is a unique opportunity to experience the very best of Welsh food and drink. The Welsh Government is proud to support the event, and to help our thriving food and drink sector seize new and exciting opportunities. This is the very best of Wales on the world stage!"

> "MULTI-MILLION-POUND INVESTMENTS IN INNOVATION AND INFRASTRUCTURE ARE HELPING OUR PRODUCERS EXPAND THEIR REACH, BOOST SUSTAINABILITY, AND COMPETE INTERNATIONALLY"
>
> **Huw Irranca-Davies MS, Deputy First Minister and Cabinet Secretary for Climate Change and Rural Affairs**

With its cornucopia of excellent produce – check out Wales' iconic GI products on page 10 as a starting point, meet some of the country's best producers on 19 and get a taste for the future of Welsh food and drink on page 48 – it's no wonder that the international market is craving produce from Wales' picturesque land and sea. With an impressive support network in place to help businesses feed this growing appetite, the future is looking bright for the position of Welsh produce on the world's stage.



The HELIX Programme:
A Blueprint for the Future of Food & Drink

THE WELSH GOVERNMENT-FUNDED HELIX PROGRAMME IS RENOWNED FOR ITS EXCEPTIONAL PRODUCER SUPPORT AND TANGIBLE IMPACT

The world of food production is a challenging one, with a number of factors constantly shaping the business landscape for better or worse. From political issues to environmental ones, as well as in-house matters such as finances, resources and people management, there are many hurdles for businesses of all sizes to overcome to achieve success and growth.

In 2016 the Welsh Government, recognising these issues and forecasting the positive effects that stepping in to support would have, created Project HELIX – a key programme which assists with the headwinds mentioned above as well as on tasks such as new product development, process efficiencies and food safety certification scheme compliance. Access to market intelligence and one-to-one guidance add yet more value to help businesses compete successfully in domestic and national markets.

The programme, delivered as a partnership between three food centres across Wales: Food Centre Wales in Ceredigion, Food Technology Centre in Anglesey, and ZERO2FIVE Food Industry Centre at Cardiff Metropolitan University, brings together expertise from academia and industry to offer a uniquely valuable service to food and drink businesses.

In total, Project HELIX has delivered £676 million impact to the Welsh food and drink industry, and now rebranded as the HELIX Programme after further funding from the Welsh Government, AberInnovation in Ceredigion will provide pan-Wales academic research support – additional resources helping to guide the Welsh food and drink industry towards an even brighter future.

IN NUMBERS

Project HELIX Annual Report 2024-2025, published in July 2025 and focused on the period 1st July 2023-31st March 2025, details the tangible impact the programme has had on the sector. It states that since 1st July 2023 the programme delivered over £303 million impact to the Welsh food and drink sector by working with 199 companies, including 103 start-ups, helping them to develop 533 new products and gain 149 third-party certifications. As well as strengthening the foundations and building the portfolios of these businesses, the livelihoods of the people working within the sector have benefited from the programme – 188 jobs were created, and 6131 safeguarded.



"Through the HELIX Programme the Welsh Government are demonstrating their commitment to the country's food and drink industry, and it's more successful than we could have imagined. The Welsh Government has firmly established its leadership through this exemplar project, and the results speak for themselves – looking to the future, I hope that this model could serve as a blueprint for other authorities beyond Wales"

Angela Sawyer, Food Centre Wales



"95% of food businesses are micro or SME, and all of them have a need to keep their products safe, gain accreditation, open new markets and more – this is vital to drive the sector forward. With a rolling 30% of food businesses working with the HELIX Programme, we've worked with around 70% of the businesses currently operating in the Welsh food and drink industry, and we're always looking for new businesses to support"

Professor David Lloyd, ZERO2FIVE



"As a collective group which bring together industry and academia, the food centres have unrivalled connections with the food and drink sector – and thanks to the combination of academic knowledge and hands-on industry experience of those delivering the support, whether they be quality or technical managers, new product development professionals or food safety experts, the HELIX Programme is delivering impressive results"

Martin Jardine, Food Technology Centre



A Taste of Wales

THE FOOD AND DRINK OF WALES IS WORLD-RENOWNED. HERE ARE JUST SOME OF THE BUSINESSES MAKING DELICIOUS WAVES RIGHT NOW

The reputation of Welsh food and drink for quality, authenticity and all-round excellence is well-known across the world, and passionate businesses are at the heart of its success. In the following pages, we share just some of the food and drink enterprises which have food lovers flocking to experience fantastic Welsh fare.

Calon Wen

STUART MCNALLY



Calon Wen is a co-operative of organic family farms across Wales, united by a commitment to responsible farming and exceptional organic dairy.

From four Welsh families in 2000 to a growing network of 25 family farms today, Calon Wen remains dedicated to producing high-quality organic milk, cheese and butter that taste great and are made with integrity.

Calon Wen's cows graze on fresh, clover-rich organic pastures, free from artificial sprays and fertilisers, resulting in milk that is naturally wholesome and perfect for crafting the business's award-winning dairy products.

They pay their farmers for the quality as well as the quantity of milk they produce, supporting systems that prioritise animal welfare, sustainable practices and a genuine respect for the land.

Now celebrating their 25th anniversary, Calon Wen has grown into one of Wales's leading organic dairy brands, supplying major retailers and independents nationwide.

Choosing Calon Wen means choosing organic dairy produced with care, transparency and a deep-rooted commitment to Welsh farming.

calonwen-cymru.com







Golden Hooves

LEONA MACDONALD

Golden Hooves is part of First Milk, The Regenerative Co-operative, a British farmer-owned co-op of 700 family farms, 200 of which are in Wales. As First Milk is mainly B2B, Golden Hooves was created to share the stories of its brilliant farmers – the true heroes! Each has developed their own 'regen plan', proving that farming with nature doesn't just work, it wins. Through 361,000 interventions across their farms, caring for 5,500km of hedgerows, 360,000+ trees, and ensuring cows graze outdoors, moving around the land to boost soil health, they are building a more secure food future. Their efforts were recognised in 2023 with the King's Award for Enterprise for Sustainable Development, and Golden Hooves is also a B Corp and a Big Food Redesign Challenge winner, demonstrating its commitment to food that helps nature thrive. Golden Hooves' range includes Vintage Cheddar, Mature Cheddar, Smoked Cheddar, Double Gloucester, Red Leicester, Salted Butter, and Rosemary & Garlic and Sage & Onion Crackers – with more exciting products coming in 2026. Made in Pembrokeshire and with carefully selected Welsh partners, its multi award-winning cheeses and snacks have earned global recognition, celebrating both taste and sustainability.

goldenhooves.co.uk



Pembrokeshire Creamery

HUW THOMAS

Pembrokeshire Creamery is Wales' only BRCGS liquid milk processing facility, committed to providing high-quality, locally sourced Welsh milk. The initial business aim was very clear – to keep the entire economic footprint in Wales, to support the rural economy, reduce food miles, and provide Welsh consumers and retailers with fully traceable, authentically Welsh dairy products. The business has proudly stuck to this through its fast but considered growth, through own label and branded products.

The Creamery also shares the Blas y Tir brand with its sister-company, Puffin Produce. The Creamery became the home of Blas y Tir dairy products following the brand's successful growth into this new category in 2024. Blas y Tir Welsh milk sells via retailers and wholesale, in addition Blas y Tir Welsh Double and Whipping cream is available to wholesale and hospitality.

When customers choose Pembrokeshire Creamery Welsh milk, they are not only enjoying the finest, freshest, Welsh milk but also actively supporting local farmers. Alongside the highest welfare standards and product quality, the business prioritises fair market related pricing for farmers to ensure they receive the reward they deserve.

pembrokeshirecreamery.com



Usk Valley

ETHAN PARRY



Usk Valley is an artisan cheesemaker deeply rooted in the rich cultural and natural heritage of the Usk Valley, which handcrafts cheeses that celebrate the region's history, flavours, and traditions.

From herb-infused Six Peaks, inspired by the Brecon Beacons' rugged mountain range, to saffron-rich Roman Gold, honouring the valley's Roman past, and Chartists' Heritage, a tribute to Newport's radical history – every variety tells its own story.

The team crafts exceptional, handcrafted cheeses that celebrate the Usk Valley's heritage, landscape, and flavour. Every wheel and wedge is made with care, authenticity, and passion — a true taste of place.

Committed to sustainability and tradition, they deliver cheeses that stand out for their quality, story, and craftsmanship.

Nestled in the heart of Usk Valley, Usk Valley Cheese Company's new dairy in Cwmbran marks an exciting new chapter. Purpose-built for small-batch, artisan cheesemaking, the site allows the team to craft every wheel entirely by hand, from milk to wheel, ensuring the highest quality, consistency, and character in every batch.

This new space provides the opportunity to experiment with new recipes, refine techniques, and maintain the authenticity that defines Usk Valley cheeses. Every step takes place on-site, allowing them to protect the distinctive flavour profiles that reflect their region's heritage.

uskvalleycheese.com





Castle Dairies

NIGEL LLOYD



Castle Dairies take their many years of expertise in great-tasting butter making and butter churning seriously. They know what they are doing and are passionate about getting it right.

Some of the Castle Dairies team have been with the business for over 40 years – true butter experts who know their craft inside and out. They have combined their knowledge with the latest technology, investing over £1m in the UK's most modern churning facility. And the result – award-winning and delicious tasting butter with just the right salty notes.

Castle Dairies make their spreadable butters using a simple, gentle cold mix process – with no added heat. It is important to the team to keep it simple, so the butter stays as pure and tasty as possible. They don't overwork the butter so the delicate butter fats stay intact and they believe this gives a better and richer tasting product. To make spreading effortless, they blend Castle Dairies butter with just the right amount of rapeseed oil to soften the texture, so it's ready to enjoy straight from the fridge.

As Castle Dairies looks to celebrate 60 years of butter making in 2026, the team is proud of their heritage and the great tasting premium butters behind their brand.

castledairies.co.uk

Caws Teifi

DAVID RUTKOWSKI

In 1981, co-founders of Caws Teifi, John, Patrice and Paula came to Wales from their native Holland with dreams of setting up a centre for learning organic farming and self-sufficiency.

They bought Glynhynod Farm (meaning 'Remarkable Valley' in Welsh) and set to work realising their vision. Soon after arriving at the farm Patrice, who trained as a cheesemaker in Holland, started making wonderful raw milk cheese. Based on a 500-year-old Gouda recipe, it is the very same cheese that they make today and is named after the nearby river Teifi, a tributary of which runs through the farm.

Having started in 1982 Caws Teifi is now the longest established artisan cheesemaker in Wales.

Today the farm and family businesses are run by John and Patrice's two sons; John-James and Robert, who are carrying on their parents' vision for the farm and Caws Teifi Cheese.

At Glynhynod, the team has a small farm shop with lovingly made, locally sourced produce. They also have a programme of events on the farm where they are reviving the original mission of education through all things organic including local artisan food and drink.

teificheese.co.uk





South Caernarfon Creameries

KIRSTIE JONES

South Caernarfon Creameries is Wales' oldest and largest farmer-owned dairy co-operative, rooted proudly in the landscape of the Llŷn Peninsula since 1938. What began as a small group of Welsh farmers working together to create a sustainable future for local dairy has grown into a modern, award-winning creamery producing exceptional cheese and butter for customers across the UK and beyond.

The Dragon brand showcases the very best of Welsh craftsmanship. From handcrafted cavern-aged cheese matured deep within Welsh slate caverns to rich salted butter, every product reflects the dedication, skill and authenticity of the business's farming members.

All of South Caernarfon Creameries' milk is sourced exclusively from Welsh farmers across North and Mid Wales. This strong, genuinely local supply base supports rural Welsh communities, protects family farms and ensures excellent quality and traceability from field to pack.

What makes South Caernarfon Creameries stand out is the combination of deep-rooted co-operative values and a forward-looking approach to innovation, quality and sustainability.

sccwales.co.uk









Village Dairy

FALMAI AND GARETH ROBERTS

Who knew that from Gareth and Falmai's first trials of yogurt in their Tal Y Bryn Farmhouse airing cupboard, back in 1985, Llaeth Y Llan would develop into a thriving producer with a modern linear production facility specifically designed to create and package high quality yogurt? The initial dairy was converted from an old calf shed, where milk was bottled, cream separated and yogurt produced all next door to the milking parlour and cow holding areas, where cows would wait to be milked. Then in 1995 a more modern dairy was designed and built utilising the old redundant farm granary and other outbuildings, to fulfil increased demand for our yogurt and milk. For the next 20 years this was Llaeth Y Llan's HQ, bits and bobs were added along the way to increase capacity but Gareth's initial design allowed Llaeth Y Llan to grow for 20 years. 2017 was a big year for the Roberts family and Llaeth Y Llan. Early in the year the dairy passed its BRC audit with flying colours and on May 25th the dairy was officially opened by Lesley Griffiths AM, Welsh Government Cabinet Secretary for Environment and Rural Affairs. Today the team are still busy producing and creating award-winning yogurt.

villagedairy.co.uk

Crwst

CATRIN & OSIAN JONES



Crwst began in 2016 as a humble home bakery, when founders Catrin and Osian started baking in their kitchen and selling to local shops and farmers' markets. The business has since grown into a thriving Welsh food business with four cafés across West Wales, an off-site bakery supplying fresh bread and bakes to Crwst's own sites and others, and a production facility where the team creates award-winning caramels, granolas and hot chocolates – now stocked by independents across the UK, including Harrods, Selfridges and Fortnum & Mason. Crwst's range reflects the same values that shaped their beginnings: quality, craft and a deep commitment to the small Welsh producers who supply them.

What sets Crwst apart is not only their focus on handmade, high-quality products, but their passion for showcasing the incredible ingredients, heritage and talent found in Wales.

Being proudly Welsh is at the heart of everything Crwst does, and they are driven to share the flavours of their homeland with customers near and far.

crwst.cymru







Country Fresh Eggs

VICTORIA SHERVINGTON

Country Fresh Eggs only supplies their local region in South Wales, keeping food miles low and ensuring their eggs reach customers quickly and efficiently. Creating a stress-free environment for their hens also leads to a better-quality egg, and their 39,500 birds roam freely at just 1,000 hens per acre,with space to scratch, perch and shelter. Country Fresh Eggs offers two ranges in pre packs: The Retro pack and the new Eggs & Acorns Pack. Oak Trees have always been a very important part of Country Fresh Eggs at Ty Mawr Farm. When David Shervington, founder of CFE, passed away in 2009 his ashes were spread in 10 different oaks trees around the farm, in the hope that he would always be watching over the farm. The team is always looking at ways to reduce waste and have recently invested in plastic packaging. This is 100% recyclable through their system, therefore reducing waste with pulp packaging. They are also looking in the future at electrifying their fleet, and regularly reviewing routes to optimise fuel consumption. The most exciting thing in the pipeline at the moment is the Acorn Project: Eggs & Acorns – a plan to grow one acorn for every 500 hens = 80 trees and provide saplings to local primary schools and communities.

countryfresheggs.co.uk



Grounds For Good

ROSIE ORETTI



Based in Penarth and established in 2021, Grounds For Good upcycles spent coffee grounds – a prolific food waste. As the only business in Wales tackling this problem, the team transforms this undervalued resource into new food and drink that is innovative, sustainable and embraces a circular economy.

Many of Grounds For Good's products are award-winning and entirely new to market. The range consists of London Dry Gin, Premium Vodka, Aperoffi – a Welsh aperitif, Vegan Dark Chocolate, Coffee Infused Welsh Rapeseed Oil, as well as a range of homewares.

Every product in the range is proudly made in Wales, vegan, cruelty-free and made from 100% natural ingredients, and collaborating with fellow Welsh businesses is important to the team – helping to drive the Welsh economy and contribute to the positive reputation Welsh produce holds.

A proportion of the social enterprise's profits are donated to Llamau – a national homelessness charity which supports young adults and women escaping violence – and the business is led by three guiding principles: to be better for you, community and planet.

groundsforgood.co.uk

Halen Môn / Anglesey Sea Salt

DAVID AND ALISON LEA-WILSON



In 1997, David and Alison Lea-Wilson left a saucepan of seawater to boil on the Aga in their family kitchen and as the salt crystals started to form, they knew they'd struck culinary gold. They started supplying Halen Môn Sea Salt to Swains, their local butchers in Menai Bridge on the Isle of Anglesey, and the rest, as they say, is history.

Today, Halen Môn remains family-run, and their Welsh sea salt is enjoyed around the world by chefs, food lovers and even Barack Obama. It has been served at the London 2012 Olympics, political summits and royal weddings and is a vital ingredient in Green & Blacks chocolate and Piper's Crisps.

Halen Môn specialises in interesting, unusual and delicious sea salt and seasonings that bring depth and flavour to your cooking. Their famous hand-harvested flakes are organic approved, and have Protected Designation of Origin certification, the same accreditation as Champagne.

They also have a state-of-the art smokery where they smoke their sea salt, and make award-winning 'Smoked Water', a hundred percent natural ingredient that brings a savoury depth to a huge range of foods, from sourdough bread to plant-based burgers. The business's famous condiments – from Black Garlic Ketchup to Gherkin Relish – are loved world-over too.

Halen Môn exists because they love the landscape of Wales, and they wanted to make a living there. It makes sense then that they look after it, as well as their team, and they are proud to be B Corp certified, meaning they meet high standards of social and environmental impact.

halenmon.com





Hard Lines Coffee

STEPHEN PIERCE



Hard Lines began as a tiny pop-up in Cardiff back in 2016. Since then it's grown into one of the UK's most exciting specialty coffee brands – but their core belief hasn't changed: great coffee should be fun, inclusive, and something people genuinely look forward to.

Hard Lines started roasting in their café in Canton, Cardiff, before growing into the dedicated roastery they run today. They now work closely with producers around the world, focusing on characterful coffees with a light, modern approach. Their range includes seasonal single origins, playful limited releases, and a set of everyday favourites that the Hard Lines community knows them for.

Hard Lines are proudly Welsh, and community sits at the heart of what they do. Through their Ground Level Initiative, they support grassroots projects and organisations that make a real difference in Wales – from creative programmes to supporting social action groups. They also donate 1% of their annual revenue to environmental and community causes as part of 1% for the Planet, with a focus on Welsh charities working to protect local ecosystems and improve access to nature.

hard-lines.co.uk

Puffin Produce

HUW THOMAS



Puffin Produce Ltd is Wales' largest supplier of fresh Welsh produce, including potatoes, seasonal vegetables and daffodils, all of which are grown, picked and packed in Wales. They work with a dedicated grower base to provide customers with the best quality produce while driving innovation in sustainability and supply chain efficiency across Wales and the UK. In addition to supplying own label products to multiple major retailers and wholesalers, Puffin Produce also champions its high-quality produce via its own brands.

Its Welsh brand, Blas y Tir, or 'Taste of the Land' as it translates, has been known for bringing the highest quality Welsh produce from local farms to homes in Wales since 2011 and proudly profiles two Protected Geographical Indicator products: Pembrokeshire Early Potatoes (PGI) and Welsh Leeks (PGI).

In 2021 they launched ROOT ZERO, the UK's first carbon neutral potato, which launched with a bold ambition to cut carbon intensity by 51% and operational emissions by 46% by 2030, a unique target within the sector.

Puffin's roots are set deep in the Welsh countryside, and their dedicated growers have been supplying Wales with ethically sourced fresh produce for decades. Their commitment to the Welsh food and drink sector was recognised by being named Farm to Fork Producer of the Year at the Wales Food and Drink Awards 2025.

puffinproduce.com



Ferrari's Coffee

GIANCARLO FERRARI-LANE



Ferrari's Coffee has been roasting coffee in Wales since 1927, when founder Vittorio Ferrari settled in South Wales from Italy.

His passion for authentic Italian espresso inspired him to source the finest beans and roast them to perfection, creating a taste that reminded him of home.

In 2018, coffee lovers Yash and Rakhi took over the roastery with a vision to share these blends worldwide while staying true to Ferrari's roots.

They continue to use classic Italian recipes and traditional drum roasters to develop the deep, nuanced flavours the brand is known for.

Alongside heritage, they champion ethical and sustainable practices—building direct relationships with farmers, ensuring fair prices, and minimising environmental impact throughout the supply chain.

Today, Ferrari's Coffee produces coffee beans, ground coffee, and convenient coffee pods for both retail and foodservice.

The result is a beautifully balanced cup of coffee that reflects a legacy of quality and authenticity, now paired with modern responsibility.

ferrariscoffee.co.uk







Pembrokeshire Gold

KIM & HARRY THOMAS

The Thomas family have been farming at Manorbier in Tenby, Pembrokeshire since 1958. In the early 2000s the farm became a predominantly arable enterprise which is where Harry's passion lies. Together with his wife Kim and their two children, George and Oscar, he hoped to secure the farm for the fourth generation and that is where Pembrokeshire Gold cold pressed rapeseed oil was born. Pembrokeshire Gold produces finest quality Welsh cold pressed rapeseed oil and infused oils from field to fork on the family farm. All of the oils are cold pressed to retain their natural benefits with an amazing flavour. From the delicious nutty, buttery original oil to the instant depth of garlic flavour that comes through in our best-selling garlic infused, all with a wonderful golden appearance and consistency. In all the Pembrokeshire Gold range is eight-strong and consists of the original, Chilli (with a hint of lime), Garlic, Rosemary, Smoked, Basil, Lemon, Orange, along with three dressings: Balsamic, Honey & Mustard and lastly Chilli, Lime & Ginger.

pembrokeshiregold.co.uk



> WELSH MEAT AND FISH PRODUCTS ARE A NATURALLY DELICIOUS TASTE OF THE PICTURESQUE LANDS AND SEAS OF WALES





Atlantic Edge Oysters

JAKE DAVIES

The famously powerful twice daily tides bring fresh pure Atlantic waters directly into Atlantic Oysters' farm, allowing them to achieve a Class A shellfish classification from the Food Standards Agency. This means they can harvest and supply Pembrokeshire Oysters GI direct from the sea ensuring that they retain the true character of the sea around the Atlantic Edge. Natives are the traditional oyster fished and farmed in Europe back before the Romans into prehistory. They are rounder and flatter than commercial Rock oysters and much slower growing. Now quite rare, Atlantic Oysters are helping bring them back by restoring oyster beds but keep a few back so that they can share their unique flavour with food lovers.

atlanticedgeoysters.co.uk



Salt & Smoke

JOSHUA FREEMAN



Born from a love of great taste and the Welsh food scene, Salt & Smoke entered the market in 2021 following founder Joshua Freeman's redundancy and has never looked back. The seeds of the business grew from humble beginnings, when Joshua converted an old fridge into a smoker and tested brining solutions for optimum taste and texture.

Since then, the business has gone from strength to strength – no doubt aided by its passion for using supreme quality salmon, produced sustainably.

This salmon is hand sliced like a loaf of bread, into thick, long decadent slices with clear marbling and a buttery sweetness. These satisfying slices showcase the premium flavour and texture of the salmon.

The Salt & Smoke team is now three-strong, but Joshua still builds the smokers himself and is excited to build a wider-reaching future for the business by gaining SALSA accreditation.

A new arm to the business is imminent – salmon skin, dehydrated into snacks, is next in line to launch and will feed into the demand for healthier, natural snacking.

saltandsmoke.co.uk

Cwm Farm Charcuterie

RUTH DAVIES

The award-winning range of products made by Cwm Farm Charcuterie are created with passion and pride, and an expert combination of skill and old traditions.

There are a number of products in the range: Sheriffs Cracked Black Pepper Biltong, made with no additives and slowly airdried plus low fat and high in protein; Sheriffs Spicy Chilli Beef Biltong with a spicy hit of chilli; Maverick Beef Sticks which are slowly airdried and made traditionally using old practices; Bresaola marinated in port and herbs; sliced salami packs including a mixed charcuterie pack with Ham, Coppa and Spianata; whole pieces of Beef Biltong; and the latest launch – Sheriffs Honey Mustard Biltong.

cwmfarm.co.uk







Welshhomestead Smokery

CLAIRE FLUX



Welshhomestead Smokery is an award-winning smokehouse nestled on the edge of the Welsh Cambrian Mountains. They combine the ancient craft of cold smoking with modern technology to create unique flavour combinations that are infused with the natural aroma of woodsmoke.

Their range includes Smoked Lamb Bacon, Smoked Chilli Jams, Smoked Bacon and Chorizo Jams, and even unusual treats like Chocolate Espresso Smoked Bacon.

Since its launch in 2019, Welshhomestead has stayed true to their core values of sustainability. Their production facilities are mostly off-grid, using minimal energy while maintaining high standards of quality.

They have been honoured with 13 Great Taste Awards, 2 Meat Management Industry Awards, and a World Charcuterie Award.

Their products are crafted with care, using ethically sourced ingredients.

Whether you're a foodie looking to elevate everyday cooking with smoky flavours or an outdoor BBQ enthusiast, these products offer something distinctive. Welshhomestead stands out thanks to their commitment to taste, quality, and sustainability.

welshhomestead.co.uk

Trailhead

ARWYN MORRIS AND EMMA MORRIS



Trailhead Fine Foods Ltd is proud to be a champion of exceptional Welsh craftsmanship, flavour, and provenance. From its home in the heart of Mid Wales, the team handcrafts premium products that celebrate the very best of Wales, led by quality ingredients, responsible sourcing, and an uncompromising commitment to taste.

At the heart of Trailhead's jerky lies PGI Welsh Silverside Beef – a guarantee of premium quality and full traceability. PGI status is awarded only to beef produced to exacting standards, with cattle reared non-intensively in Wales' lush, green landscapes. This results in meat of extraordinary flavour, tenderness and consistency.

Trailhead carefully marinates, slow-cooks and hand-finishes every batch to create snacks that are high in protein, low in fat and packed with character. From fiery and adventurous seasonings to softer, easy-going flavours, this range has something to suit every palate.

Every product in the Trailhead Fine Foods range is proudly made in Wales, crafted in the heart of Mid Wales, Welshpool. The team's dedication to producing exceptional products has earned it a loyal community of customers who care about what they eat from athletes and outdoor enthusiasts, to busy professionals and families.

getjerky.wales



Peter's Food

KATIE REES



Peter's has been part of Welsh life for over 50 years. Since the first pies rolled out in 1970, the brand has grown from a small, local operation into one of Wales' most familiar and trusted names. For many people, Peter's isn't just a product on a shelf, it's something they've grown up with, something they've shared around the table, and something that still brings a bit of comfort to busy lives today.

Peter's Food's range is honest, simple and exactly what people want from everyday food. From classic pies and sausage rolls to pasties, slices and quick grab-and-go options, everything they make is designed to be tasty, affordable and filling.

Whether it's a classic Peter's pie or a recipe crafted exclusively for a major retailer or a stadium on match day, everything they make is built on quality, consistency and knowing exactly what consumers want from savoury pastry.



Peter's Food is proudly Welsh in the truest sense of the word. Its factory in Bedwas employs over 500 people, the majority of them local. Many of them are friends, neighbours, or even related – there are long-standing family and friend clusters who have been part of Peter's for decades.

petersfood.co.uk





Carmarthen Ham PGI

MATTHEW REES

Albert Rees Ltd is a sixth-generation Carmarthenshire butchery specialising in traditional Welsh curing and artisan butchery. The business is best known for Carmarthen Ham — the only air-dried cured ham in the UK with PGI protection, placing it alongside iconic protected foods such as Champagne and Parmigiano Reggiano. The Rees family has been butchering in Carmarthen for more than a century, with Carmarthen Ham produced in the town for generations. The recipe and methods have been passed down through local families with all curing carried out in the Carmarthen area.

Naturally air-dried and traditionally cured, Carmarthen Ham PGI is a premium, homegrown alternative to Serrano or Parma Ham, with deep roots in Carmarthenshire's food culture and identity and a dedication to sourcing within Wales and the UK via short supply chains. A unique legend within the Rees family: "When the Romans came to Wales, the only thing they took back with them was our recipe for Carmarthen Ham — and they've been calling it Parma Ham ever since."

carmarthendeli.co.uk



"WHEN IT COMES TO SUPERB STORE CUPBOARD STAPLES, WELSH PRODUCERS OFFER AN ECLECTIC AND HIGH QUALITY SELECTION. THIS IS LARGELY THANKS TO THE SUPERB INGREDIENTS SOURCED FROM LOCAL SUPPLIERS WITHIN WALES, FROM BUTTER TO FRESH PRODUCE, BUT ALSO TO THE BUSINESSES' PASSION FOR PROVIDING THE VERY BEST FOR THEIR CUSTOMERS – AND OFFERING AN AUTHENTICALLY DELICIOUS TASTE OF WALES"





Hilltop

SCOTT DAVIES

From humble beginnings in his family home atop a hill, Hilltop has become the second largest honey business in the UK, stocked by retailers of all sizes and enjoyed by honey lovers across Britain and beyond.

The passion of founder Scott Davies has shone through from 2011 when he was first gifted a beehive to today, when the growing team behind the business is dedicated to celebrating the art of beekeeping and the provenance of the products within the range. Hilltop's product selection is impressively wide, spanning British and Manuka honeys, hot honey and honeycomb – and beyond. A recent innovation is the business's Hilltoppers: super smooth honey in Whipped, Sweet & Salty and Chai varieties.

Community and doing good is at the heart of Hilltop Honey; the business sponsors its local football team and donates 25% of the profit for the sales of Adopt a Bee with the Honeypot Charity.

lovehilltop.com



Crafty Pickle

ARTHUR & MADI MYERS



Crafty Pickle founders Arthur and Madi are nutritionists and initially were interested in fermented foods for the associated gut health benefits, but when they started exploring the wild world of fermentation their eyes were opened to the preservation power of fermentation and its ability to create unique, tongue-tickling flavours. They wanted to promote these benefits and do some good with their business, so use as much surplus or imperfect produce in their production as possible. In the Crafty Pickle range are three sauerkrauts and two kimchis, all of which are vegan. There is a flavour for everyone, from traditional German-style Garlic & Caraway Kraut to Latin-American Jalapeño & Lime Kraut and traditional Korean-style Kimchi made with red miso. They also make use of seasonal surplus with their limited batch ferments; this year they have used surplus cucumbers in a Dill Pickle Kraut and currently have a Piccalilli Kraut on rotation. Arthur and Madi are proud to be a Welsh business and teach fermentation classes.

thecraftypickle.co.uk

Do Goodly

RICHARD ABBEY



Do Goodly Foods was established in 2021 by Richard Abbey and Scott Davis, a Michelin trained chef.

At Do Goodly, they believe dips should do more than taste good – they should do good too. That's why they've created a range of deliciously different dips designed to bring something unique, fresh, and better-for-you to the world of dips.

Their Great Taste Award-winning, 100% plant-based and gluten-free dips are packed with flavour, protein/fibre, and goodness – perfect for today's health-conscious customers.

But it's not just about great taste – the team is proud to "do goodly" by donating 10% of profits to the mental health charity Mind, so every pot truly makes a difference.

The full range consists of: Sun-Dried Tomato Houmous, a Two Star Great Taste Award-winning flavour-packed houmous; Smashed Pea Guacamole, a delicious twist on the traditional guacamole made with a blend of green peas and avocado, flavoured with extra virgin olive oil, jalapeño and coriander; Jalapeños & Smashed Pea Guacamole, for those who want a lovely jalapeño heat kick in their guacamole; Harissa Spiced Salsa, a lightly spiced, flavour-packed salsa made with a blend of fresh chunky tomatoes, red peppers, lime juice and harissa paste; and Roasted Red Pepper – Romesco Style, a deliciously vibrant roasted red pepper dip, inspired by a Spanish classic romesco.

dogoodlyfoods.com





Authentic Curry Company

PAUL TROTMAN

When it comes to achieving an authentic homemade taste, Authentic Curry Company never cut corners. That's why their chefs, not machines, cook their recipes. The business's production process is basically the same now as it was back at the start; they cook their products as you would at home, with in most cases the meat and sauce cooked as one, guaranteeing the flavours and textures on which they pride themselves.

The raw materials are sourced through partnerships developed over many years, ensuring a constant supply of high quality ingredients every time.

Authentic Curry Company's dedicated recipe development team is constantly improving and developing old and new recipes alike. From perfecting their delicious onion gravy to creating a bespoke seasonal dish for a national supermarket chain, their chefs have the skill and imagination to tantalise even the most discerning taste buds.

Authentic Curry Company is an independently owned company with the passion to care and the facilities and expertise to deliver.

authenticcurry.co.uk



Moose Maple

FARRAH CHARANIA BOUTIA



The idea for award-winning Moose Maple was born when founder Farrah was at breakfast in New York, and seeking a healthy alternative from the conventional sweet spreads and preserves on offer decided to experiment by putting natural maple syrup on her toast. The flavour blew her away.

Back in London, she realised that there were no producers blending maple syrup with butter so she created it for herself, friends and family, and eventually families at the school gate.

After posting photos of her product in hand drawn packaging on social media, it started to gain wider attention. Bloggers, Selfridges and Nigella Lawson responded to posts and wider consumer interest grew from there – transforming this kitchen table project into a larger commercial operation.

The product – freshly churned Welsh dairy butter blended with Grade A Canadian maple syrup and a little sea salt – is now made by Gower View Foods in Carmarthenshire in South West Wales, and Farrah is proud to be at the head of a brand using milk from grass-fed Welsh cows to create her delicious product in a family-run production unit.

moosemaple.co.uk





Welsh Lady Preserves

CAROL JONES



Welsh Lady Preserves was established in 1966 in Pwllheli, North Wales. Founded by Dio and Marion Jones, the company is now run by the second and third generations of the family – son John with his wife Carol and their daughter Hannah. Taste and quality are the team's number one priorities – so much so that they have won a number of awards for various different products that they produce. This includes winning the Supreme Champion on two different occasions at the Great Taste Awards for their All Butter Lemon Curd and Apple & Cinnamon Curd.

Welsh Lady Preserves products are traditionally handmade, with carefully chosen ingredients, and cooked in copper-bottomed open boiling pans – making it as close to homemade as possible for the best possible taste.

The varied range includes both sweet and savoury products, from jams, marmalades and curds to sauces, mustards, jellies, chutneys, relishes and savoury jams, and liqueur jams and marmalades.

welshladypreserves.com

Anglesey Foods

MARK SCOTT

From their base in Anglesey, Anglesey Foods is dedicated to providing food lovers with flavour-packed jars which will elevate their meals.

Run by Mark Scott and Kevin Moran, the business is focused on great taste – which is why every Anglesey Foods jar is packed with punchy flavour.

Every item in the range of condiments and preserves is crafted in small batches by hand and slow-cooked for exceptional taste, as well as being clean label – suitable for vegans with no additives and free of GMO, dairy and lactose.

The range consists of Chilli Jam (medium heat), Chilli Jam (fiery heat), Mango Chilli Chutney, Cowboy Chutney and Sundried Tomato Pesto.

angleseyfoods.com











Cradoc's Savoury Biscuits

ALLIE THOMAS

Cradocs bakes delicious savoury crackers and biscuits in the Bannau Brychieniog. Famed for innovative beautiful packaging, flavour combinations and cracker snacks, created with cheese in mind, Cradoc's Crackers are perfect to place with cheeseboards, charcuterie, pickles and preserves.

The business began on the kitchen table, baking crackers from the kitchen island, working with hand wound French patisserie sheeter and later in a mini bakery (converted garage) which enabled them to sell to farmers markets and festivals, and now operates with nine staff from two bakeries in Brecon.

Cradoc's loves to collaborate with cheesemakers and celebrates the value of Welshness by selling premium savouries and new Delisticks to farm shops and delis both direct and through the best wholesalers in the UK.

cradocssavourybiscuits.co.uk



Siwgr a Sbeis

RHIAN OWEN & RHIAN WILLIAMS



Everything Siwgr a Sbeis prepares in their Llanrwst-based bakery is traditionally baked from scratch in small quantities, using recipes that are mostly crafted by directors Rhian Williams and Rhian Owen.

They bake everything to order, and their motto is 'baked today, delivered tomorrow', meaning all their traditionally handmade produce arrives fresh and is made with the utmost care and attention.

The bilingual company, run by two first language Welsh speakers, is exceptionally passionate about delivering the highest quality produce that showcases everything Wales has to offer. They pride themselves on working with other Welsh producers, such as Snowdonia crackers, which is based in Rhyl, whilst Coffi Eryri, located within two miles of the bakery, supplies ground coffee.

Building on the launches of their very popular lemon cake and Bara Brith flapjacks, Siw Gras Beis enhanced their offering with several new items. These include crunchy peanut flapjacks and double chocolate and hazelnut brownies. These fresh flavours have evolved from the original versions.

Siwgr a Sbeis frequently considers their environmental impact, and their packaging is 95% recyclable, with an aim to increase this to 100%.

siwgrasbeis.com

Popty Bakery

MARIAN WILLIAMS



Popty Bakery is situated in Llanllechid on the outskirts of Bethesda. Set in the Snowdonia National Park, Bethesda has become a tourist attraction for climbers, ramblers and anyone looking to spend time surrounded by beautiful scenery and fresh country air.

At the beginning of the 1900s, O.J. Williams opened a small bakery in the hills of Llanllechid. It still stands today, only now it has a 3000sq/ft steel structure extension. The business was passed on from O.J. Williams to his son Arthur who later sold it to his nephew and current managing director Gwyn Williams,

Over the years, the business has seen growth from the early days of direct supply to residential customers, to a wholesale supplier of shops and caterers across Wales. Following market trends Popty Bakery has revised its product range to focus mainly on traditional Welshcakes and Bara Brith. These lines are now available throughout Wales and parts of England at retail outlets including Aldi, Asda, Co-Op, Morrisons and Tesco. They can also be found under the Blas y Castell range through wholesale distributers Castell Howell.

popty.co.uk





Blasus Welshcakes

SARAH JONES

Based in the Carmarthenshire countryside, Blasus Welshcakes is a family-run business, where the tradition of Welsh baking is at the heart of all they do. Blasus began in 2016, when founder Sarah began baking Welshcakes to sell at local markets. Her small-batch, handmade approach quickly gained a following, and in 2022 Blasus introduced a refreshed look that reflects the brand's growing presence while staying true to its authentic roots.



Blasus Welshcakes' range has evolved from the traditional Welshcakes to an exciting arrangement of unique flavours, offering something to cater to everyone's taste. They celebrate the traditional taste of Welshcakes loved in Welsh households for generations, and also enjoy adding fresh new twists to the original flavour. Every Welshcake is crafted using locally sourced Welsh ingredients, including Welsh free-range eggs, Welsh milk, even iconic Welsh spirits, namely Penderyn Whisky and Merlyn liqueur, giving their Welshcakes a distinctive and authentic Welsh feeling.

What sets Blasus apart in the marketplace is their commitment to quality and authenticity. Every Welshcake is handmade with love in small batches, ensuring freshness, consistency and a uniquely artisanal finish. They are also deeply committed to caring for the environment by using eco-friendly packaging, reflecting their respect for the landscape that shapes their identity, as well as the identity of Wales.

Blasus Welshcakes is proudly Welsh – rooted in local tradition, fuelled by local ingredients, and inspired by the flavours and craftmanship of Wales.

blasuswelshcakes.co.uk

Brace's Bakery

STEVE CHAPMAN

George Brace began baking in Pontllanfraith in the eastern valleys of Monmouthshire in 1902. With help from his family, he managed to build a bakery and deliver the bread while still working at the Cambrian Colliery in the nearby Rhondda valley. Disaster struck at the colliery in 1905 and he vowed never to work at the pit again. Throughout the last century, the bakery continued to supply a growing number of wholesale and retail customers in the Welsh valleys.



Brace's Bakery manufactures a wide variety of baked products including tin loaves, Welsh Legends speciality breads including Tiger Loaf and High Protein Seeded Wholemeal Bread, rolls and bakery treats. Brace's has also produced a brand new Sourdough range called Ernest 100% Welsh Sourdough – inspired by the recipes of Ernest Brace who was at the forefront of the business during the 1920s.

Rooted in the heart of the valley mining communities, the Brace's team is immensely proud of its Welsh identity. In addition to founder George Brace's Welsh mining heritage, his brother, William Brace, became a prominent miners' activist who was elected MP in 1906 in the Lloyd George government, representing Abertillery.

That proud Welsh heritage continues today. Brace's now employs more than 200 people – most from the local area and supports as many local charities, sports teams, and businesses as possible. Their commitment to Wales is also reflected in the Welsh names found across their products and packaging, including Cwm Felin, Tiger Bay, Gwynny, Vortigern, Bute, and Brecon Baps.

bracesbakery.co.uk



Terry's Patisserie

RHYS WILLIAMS

From a single kitchen table in South Wales to the kitchens of some of the UK's most prestigious venues, Terry's Patisserie has grown into a leading name in handcrafted desserts.

What began as a small family business is now a team of pastry chefs from around the world, each bringing their own skills and creativity. Their combined experience shapes a range that's thoughtful, flavour-driven and made with care.

Today, Terry's supplies restaurants, hotels, cafés, garden centres, wedding venues, stadia, royal palaces and major events across the UK and beyond. The company is known for delivering consistent quality while still producing patisserie that feels personal and hand-crafted.

Rhys Williams now leads the business, building on the values his mother Terry established — skill, integrity and a genuine respect for the people they work with.

The business's desserts begin with a concept — a chef-driven idea that's developed, refined and crafted into something truly memorable. The chefs draw on their global backgrounds and shared passion to create products that stand out for their flavour and attention to detail.

This combination of family heritage, diverse talent and commitment to quality is what sets Terry's apart in today's speciality food industry.

terryspatisserie.co.uk







Tregroes Waffles

RAY D'ARCY

The story of Tregroes Waffles is a unique blend of Dutch and Welsh heritage, beginning when Dutchman Kees Huysmans travelled to Tregroes in the Teifi Valley in 1983 and never left – bringing the art of stroop waffles to Wales.

The business began with Kees Huysmans making the waffles – two thin layers of baked dough with soft and chewy toffee between them – by hand in a local market, and since then it has grown its reach to be available to purchase around the world from independent and multiple retailers as well as coffee shops and on British Airways flights.

As the UK's only stroop waffle bakery, Tregroes Waffles bakes a range of products which are renowned across Wales and beyond – from the classic cinnamon-centred Caramel and Milk or Dark chocolate-coated variants to Savoury, Rustic or Mature Cheddar, each product offers a delicious blend of Welsh skills and Dutch culinary heritage. In 2015 the business became employee-owned, and the team is committed to staying true to simple, traditional recipes made using Welsh ingredients when possible while constantly innovating to delight waffle lovers.

tregroeswaffles.co.uk

Grey Trees Brewing

RAY KERSLAKE-DAVIES



In 2013 Grey Trees was officially established as a micro brewery by husband and wife team Ray and Tracey, breathing new life into an old industrial unit in Aberdare. Ray has a huge passion for brewing and his creativity has produced many award-winning brews which combine traditional methods with a modern twist and utilise a local Welsh water source.

The name, Grey Trees, comes from the English translation of the village where the first brew was made in Llwydcoed in Aberdare, South Wales.

Although Grey Trees' location has changed, everything involved in making the very best crafted ales stayed the same, even the local fresh Welsh water source.

From day one, Ray and Tracey have ensured each brew is given the dedicated time and passion it deserves, and their consistent and thorough approach allows them to continue producing high quality, award-winning beers.

The business receives a lot of support from their caring community and continues to thrive each day.

greytreesbrewery.com







Magic Dragon Brewing

RICHARD LEVER

There is a rich heritage of brewing beer in the Wrexham area, and when Richard and Liz Lever took over an established brewery located in the Dee Valley in 2017 they were passionate about the magic of creating small-batch beer using Welsh water.

There are three beers in the range: Eyton Gold, an award-winning golden session ale; Obsidian, a Welsh stout; and Green One, a single hopped Citra IPA, offering beer lovers a taste of Wales through traditional techniques and modern ingredients.

This passion for creating great Welsh beer is shared with fellow beer lovers through brewery tours, where visitors learn about the brewing process and the business's story, meet the brewer events at local pubs and at beer festivals.

Richard and Liz are also keen to work as sustainably as possible; the waste grain from the brewing process is dug out by hand and goes to a local pig farmer to use as animal feed, their grain bags are recycled and they create minimal waste as everything is recycled, plus their electricity comes from a green supplier.

magicdragonbrewing.com



Brains Brewery

NICK PAYNE



S.A. Brain & Company, known as Brains Brewery, is a historic and highly respected brewer based in Cardiff, Wales, founded in 1882 by Samuel Arthur Brain. Over the years, Brains has built a strong reputation rooted in Welsh heritage and community, brewing classics like Brains Bitter, Dark, Skull Attack (SA), and the Rev. James range.

In 2025, Brains entered a bold new chapter under the leadership of newly appointed managing director Nick Payne, who has emphasised the need to "move with the times" and evolve while honouring the brewery's deep legacy. To steer this transformation, they have partnered with Toward, a Cardiff-based design studio, to deliver a full brand refresh.

The refresh includes a redesigned logo, a fresh colour palette, and a modernised visual identity that retains a strong connection to the warmth, community spirit, and rich heritage of Brains. As part of the rebrand, Brains has also commissioned Welsh artists to design their limited edition beer pump clips in collaboration with Arts & Business Cymru, reinforcing the brewery's commitment to celebrating local creativity.

This rebrand represents more than just a visual update – it's a strategic effort to strengthen Brains' relevance for a new generation of drinkers while preserving the traditions that have defined the brewery for over 140 years.

brainsbrewery.com

Hafod Brewing Company

PHILL BLANCHARD

Founded in 2011 by head brewer Phill Blanchard, Hafod Brewing Company has been crafting award-winning beers from its Mold brewery for fourteen years. They have earned eight Great Taste Awards across the core range, including Sunrise Pale Ale, Landmark Bitter, Moel Famau Porter and Freestyle IPA.

Hafod Brewing Company's approach is simple: they make balanced, characterful beers that people genuinely want to drink. Modern doesn't have to mean extreme – it's about getting the balance right. Each recipe delivers character while staying approachable, because the best beers are the ones you want to drink again.

Being family-owned means every beer carries Hafod Brewing Company's name and reputation. They believe they are building something bigger than themselves, batch by batch. The hills, the people, the place – it's all part of who they are and that shows in every pint.

Hafod Brewing Company is deeply rooted in their North Wales community. Their spent grain supports local farms, and they are working toward more sustainable brewing through renewable energy. They are also active members of Taste North East Wales and regular supporters of local events and festivals.

welshbeer.com







Hive Mind

KIT AND MATT NEWELL



Hive Mind Mead is a small-batch, family-run meadery based in South Wales, founded in 2018 by brothers Kit and Matt with a lifelong love of bees, honey and the countryside around them. They make their meads authentically using only 100% honey (often from their own hives) rather than sugar or wine bases, to ensure a genuinely natural, minimally processed drink. Their mission is to revive authentic mead as a contemporary, quality alternative to beer, cider or wine while supporting UK beekeepers, promoting pollinator welfare and championing sustainable, low-intervention production.

Hive Mind's range of drinks now includes classic wine-style meads, bright and refreshing modern sparkling meads, honey spirits and even honey based soft drinks, giving both existing mead lovers and curious newcomers something to enjoy.

Being based in Wales and being surrounded by a nation of food and drink lovers is fantastic. The support they have for what they do is incredible and they are proud to put Welsh produce on the world stage. The team works closely with local beekeepers, supports pollinator welfare and champions carbon-conscious production.

In a market full of mass-produced drinks, Hive Mind aims to offer something genuinely natural and carefully crafted, helping to reintroduce mead as a relevant, exciting and distinctly modern drink that is natural, sustainable and innovative, that also benefits the rural economy and is genuinely delicious too!

hivemindmead.com

Blighty Booch

MARK AND ALANA PAVEY



Blighty Booch Kombucha is a range of delicious, fermented tea bottled drinks made in Conwy, North Wales. Kombucha is rapidly gaining popularity with consumers eager to embrace the trend for probiotic and fermented foods. Not all kombucha is created equal; Blighty Booch brews their Kombucha traditionally, in small batches. It is a high-end artisan product; unpasteurised, full of living probiotics and cleansing acids, and is vegan and organic. It is an amazing alcohol-free, refreshing soft drink.

There are currently five flavours in the range: Original, Ginger, Nettle & Rosehip, Bramley Elderflower and Cherry.

What really sets Blighty Booch Kombucha apart? Taste! Blighty Booch's Organic Ginger Kombucha was awarded the highest accolade of 3 stars at the Great Taste Awards. Fans include Mark Diacono, Alan Titchmarsh, Cerys Matthews and BBC Good Food. Blighty Booch stands out as an amazing artisan drink, proudly made in Wales.

blightybooch.com



Mydflower

MICHAEL DEW-VEAL



Mydflower is pioneering a new category in sparkling wine: Wild Wine. They produce premium sparkling wines using wild foraged elderflowers and British berries, pure Welsh mountain spring water from the Brecon Beacons, and Champagne yeast via the Charmat method. Unlike traditional wines Mydflower contain no grapes. Instead, the team ferments nature's wild ingredients with the same precision and craftsmanship you'd expect from fine wine.

Founded on a farm in Wales, Mydflower began with small-batch fermentations using elderflowers foraged locally in hedgerows and meadows. Today, they bottle two expressions: Sparkling Elderflower Wine (8%) which is crisp, floral, golden and Sparkling Raspberry Wine (8%) which is bright, ruby-hued, refreshingly wild.

Mydflower is committed to showcasing Wales as a leader in next-generation beverage innovation, with ambitions to establish wild wine as a global category originating from Wales.

mydflower.com







Still Wild

JAMES HARRISON-ALLEN

Still Wild is an award-winning micro-distillery based in the heart of the Pembrokeshire National Park. Founded in 2020, the distillery was born from a simple realisation: the wild botanicals of Pembrokeshire – sea herbs, hedgerow flowers, bitter estuarine plants – held unique, largely forgotten flavours. James saw that the cold vacuum still he first used during his biochemistry studies at university could gently capture these delicate aromas in a way traditional distillation could not.

Still Wild began its journey with the launch of Wales's first-ever Vermouth. The distillery now crafts small batches of premium Welsh vermouths, aperitifs, bitters, and spirits. Every ingredient is hand-foraged from one of Wales's most biodiverse landscapes, reflecting a deep belief in terroir—the idea that flavour tells the story of place. In a market dominated by imported brands, Still Wild is proudly Welsh, fiercely local, and committed to sustainability. Nothing is outsourced; every stage – distilling, blending, bottling – happens on-site, ensuring full control over quality and minimal environmental impact.

stillwilddrinks.com

Cygnet Distillery

KATIE POTTER-JONES



Cygnet is an award-winning luxury gin brand, proudly made in Wales, founded by internationally renowned mezzo-soprano Katherine Jenkins OBE and artist and social-impact filmmaker Andrew Levitas.

Cygnet is crafted just six miles from Katherine's childhood home in Neath. The distillery is located at Swansea's historic Copperworks – a magnificent regeneration project. The business has literally returned copper to this site through their traditional copper pot stills, honouring Welsh industrial heritage whilst creating world-class spirits and local employment.

The range consists of Cygnet 22 (44% ABV), Cygnet's flagship expression featuring 22 meticulously hand-selected botanicals including Manuka honey, creating unprecedented silky-smooth texture. The "22" represents 2022 when we created it, Katherine's age when she signed the largest recording deal in UK classical music history, and a master number symbolising balance; Cygnet Welsh Dry Gin (40% ABV) is a hand-crafted ultra-premium gin with 12 vibrant botanicals delivering waves of bright juniper, bold citrus, and subtle floral notes; and Cygnet 77 (44% ABV) Cygnet 22 aged for 55 weeks in Welsh whisky barrels (22+55=77), creating unparalleled depth and complexity.

cygnet-distillery.com







Gower Gin

ANDREW AND SIAN BROOKS

Gower Gin was established in 2017 by Sian and Andrew Brooks and was inspired by a night out in London where for the first time they made their own gin. They are positioned as a premium brand that makes and sells spirits based on the flavours, places and stories of Gower, and all of their products are branded with their traditional stripes.

Gower Gin is proud to be a truly Welsh brand and has made an impact in the sector through celebrating Welsh culture and the Welsh language with bilingual labels on all their bottles and through foraging local Gower ingredients.

In recent years, Gower Gin has diversified significantly launching vodka, liqueur and rum brands and forging partnerships with Penderyn Whisky to launch an independently bottled Gower Whisky brand, with Brecon Carreg to bring a Welsh Gin & Tonic RTD can to life and with the Glyndwr vineyard to make an exclusive range of Welsh wine based vermouths.

Gower Gin stands for quality, innovation and sustainability and will continue to forge new partnerships and create new existing Welsh based products to promote Wales and its culture.

thegowergincompany.wales



Hensol Castle Distillery

ANDY MALLOWS



Nestled just outside Cardiff, Hensol Castle Distillery is South Wales' first full-scale distillery, gin and rum school, visitor experience and contract bottling facility.

The team proudly produces a range of award-winning spirits, each one distilled with passion, precision and a dash of heritage. Hensol Castle Distillery's premium spirits can be found stocked in retailers and venues across Wales – offering a true taste of Welsh craftsmanship, born in a castle.

The jewel in Hensol Castle Distillery's crown, award winning Hensol Castle Gin, is a traditional copper pot distilled London Dry gin. Juniper led, driven by hand-peeled citrus and a wildflower medley that's grown in the ground of the castle, it's the perfect balance of spice and sweet botanicals, making this gin the perfect accompaniment with any mixer or cocktail.

The rest of the Hensol Castle Distillery range consists of Black Gin, Blood Orange Zest Gin, Wild Strawberry & Hibiscus Gin, Spiced Rum, Cherry Spiced Rum, Vodka and Age At Home Single Malt Whisky.

hensolcastledistillery.co.uk

Aber Falls

SAM FOSTER



The village of Abergwyngregyn is home to Aber Falls distillery and sits at the foot of the famous Aber Falls waterfall. Previously a slate works in the 19th century, a margarine factory during the world wars, and more recently a drinks wholesaler depot, the building has been lovingly restored and refurbished, providing the ideal place to create spirits and demonstrate Aber Falls' passion and skill in craftsmanship.

The Aber Falls range covers whisky, gin and liqueurs, and the whisky was not only the first one to be created in Wales for over 100 years but is made using Welsh ingredients. The stills with which this whisky is made are specially designed to produce refined, premium quality whisky. The copper removes any sulphur, with the large surface area of Aber Falls' tall still ensuring maximum contact with the liquid.

Aber Falls has been embraced by the local community and is working to establish strong links and partnerships with other Welsh businesses, with the goal of improving sustainability and driving the local economy and tourism trade.

Clwb Llechi, or Slate Club, allows customers to invest in their own piece of Aber Falls history, and watch their whisky flourish from distillation through to bottling.

aberfallsdistillery.com





Bluestone Brewing Co

EMILY HUTCHINSON



Bluestone Brewing Co is a small team who really love good quality, craft beer. The ethos behind the business has always been about producing great tasting beer, with as little impact on the planet as possible.

The range consists of Al Fresco hazy pale ale, Stone Cold pale ale, Bedrock Blonde blonde ale, Carningli Pembrokeshire pale ale, Preseli Pils bohemian lager, Rocketeer best bitter, and a range of specials from red ales to an imperial stout aged in an oak Welsh rum barrel.

Bluestone Brewery is situated on the working family farm, Tyriet. They take pride in the fact that their brewery is incredibly environmentally friendly – all of the bi-products from brewing are re-used on the farm or fed back to their animals. The water that the team uses to make their beer comes from their own well and they even generate their own solar power. In 2018, they were the first brewery in the world to be given the Green Key Accreditation, which is an international award that recognises environmentally sustainable businesses. In 2023, Bluestone Brewing Co was named Sustainable Business of the Year at the SIBA Business Awards.

bluestonebrewing.co.uk

Gasm Drinks

RICHARD AND SAM DAVIES



Gasm is a Welsh, family-run drinks brand that likes to stand out. It began with Richard, a farmer from Montgomeryshire, and Sam, a cocktail lover from London. They wanted to make bold drinks with real flavour, proper ingredients, and solid craft. With help from their son Tommy and a top sommelier, they launched Gasm in bottles.

Since then, Sloeberry Gasm has won a Great Taste Award, and Razz Gasm and Plum Gasm have joined the range. Gasm is stocked in many of the best farm shops and speciality stores across the UK. The drinks are not mass-made. They are cocktail bar quality for people who care about flavour, energy, and proper ingredients. No fake flavourings. Premium spirits. Fresh fruit juice. Strong too. Most mixed drinks sit at five percent. These sit at twelve point five. They taste like a real cocktail because they are.

The flavours do not follow the crowd. No tired mojitos or pornstar martinis. Think SloeGasm. It takes the old Sloe Gin Fizz and gives it a fresh twist. Sharp. Fruity. Full of life. Gasm keeps the heritage but adds fresh juice for a clean punch.

gasmdrinks.co.uk



Trederwen Springs

JANE PRESTON

Founded in 2008 following the discovery of a natural spring at neighbouring Trederwen Hall, Trederwen Springs are located in Llansantffraid-ym-Mechain, a charming rural village at the foothills of the Cain Valley, in Mid-Wales.

They are experts in the art of creating flavoured water that delivers customer delight and have earned their place on the shelves of prominent UK retailers – a testament to their commitment to quality.

Trederwen Springs' state-of-the-art facility boasts an impressive annual production capacity of 80 million litres, and their recycled PET bottles are both created and filled on-site, minimising their environmental impact.



At the heart of Trederwen Springs' offerings lies Trederwen Springs essence, a quintessential flavoured water available in multiple retail formats. From a single 500ml bottle to the convenience of a 500ml '4-pack' and the larger 2-litre SKU, the diverse range caters to various preferences.

Collaboration is a key part of the business's philosophy, and their white-label options offer the perfect canvas for both independent ventures and larger retailers to create a bespoke solution that meets their needs.

trederwensprings.co.uk







Tŷ Nant

RAJ KRISHAN

In the small hamlet of Bethania, West Wales on the edge of the Cambrian Mountains lies the celebrated spring of Tŷ Nant natural mineral water. Amongst the mysteries of human powers is the art of water divination. Drawn from an unseen force, the water diviner can locate exactly the source of vast amounts of underground water. In this way the powerful Tŷ Nant water source was discovered in 1976 by an eminent water diviner, Tom Astley, who was invited to locate water for domestic use on farmland in Bethania.

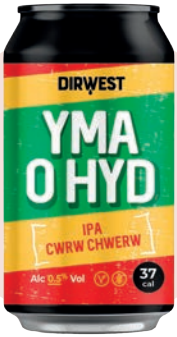
Acting on the diviners' instruction, a borehole was sunk through one hundred feet of rock and clay to the underground aquifer and on first taste Mr Ashley declared it to be the purest water he had ever tasted. Subsequent stringent analysis confirmed the water's naturally pure, well balanced composition, ideal for drinking.

Today, the brand is recognisable across the world, from renowned establishments to television and film.

tynant.com

The Future of Welsh Food & Drink

THIS COLLECTION OF WELSH RISING STARS OFFERS A DELICIOUS TASTE OF WHAT'S TO COME IN THIS EXCITING SECTOR



DIRWEST
YMA O HYD

A non-alcoholic craft IPA with a soft bitterness giving way to hints of tropical fruits and a balanced maltiness. Gluten-free, vegan and low calorie.
dirwest.cymru

CASCAVE GIN

Hand-crafted Welsh gin, cave-aged for rich, smooth complexity with notes of berry, vanilla, gentle spice and a soft whisky-like warmth.
cascavegin.co.uk





WRECKERS RUM

An aged dark rum made in Wales. With smooth caramel notes it's perfect on the rocks or in your favourite cocktail.
wreckersrum.co.uk



TETRIM TEAS
GWRYCH Y GWANWYN

A refreshing blend capturing the essence of Welsh springtime hedgerows. Earthy nettle married with vibrant mint and floral dandelion, honeysuckle and hawthorn, grounded by green tea.
tetrimteas.cymru

KURSAT'S
EZME PASTE

A vibrant Mediterranean blend of vegetables, herbs, and aromatic spices, enriched with the rich, tangy sweetness of pomegranate molasses.
kursats.co.uk





USK VALLEY CHEESE COMPANY
ROMAN GOLD

Infused with saffron, offering a flecked golden hue and a delicate, earthy flavour with subtle floral notes. The saffron imparts a warm, slightly sweet depth, creating a unique and premium cheese experience.
uskvalleycheese.com

FLAVOUR MOMENTS

flavourmoments.com

Flavour Moments Goat's Cheese Pearls are based in North Wales and recently won the prestigious 'Most Exciting New Product – 2025' at Taste Wales. Their Goat's Cheese Pearls with Fig, Honey or Pear centres have been created for people who love cheese and love to socialise. They can be used for grazing platters and cheese boards, in salads, for picnics, melted on pizzas and in pasta dishes, to snack and share and lots more.









BLACK TAR BREWING

SIÂNDY BACH

A low ABV light and smooth Pembrokeshire blonde ale, blended with freshly squeezed lemonade for a refreshing, modern twist.

blacktarbrewing.co

PENDRAIG

PREMIUM SPICED RUM

Born in the Caribbean, distilled in Wales and blended with locally sourced ingredients including honey from Carmarthenshire and Halen Môn sea salt from Anglesey.

pendraigspirits.co.uk





SOLEAU

SPRING WATER

Sourced from a naturally filtered spring on a family farm in the Monmouthshire Hills and packaged in 100% recyclable aluminium cans to deliver sustainable, pure hydration.

soleau.co.uk

The Welsh Food & Drink Calendar

2026 IS SET TO BE PACKED FULL OF EXCITING EVENTS FOR FOOD AND DRINK LOVERS AND BUSINESSES

FOODIE DATES

17TH FEBRUARY

Diwrnod Crempog (Pancake Day)

1ST MARCH

St David's Day

Check out the Speciality Food social channels for a special St David's Day celebration

14TH APRIL

National Laverbread Day

3RD SEPTEMBER

Rarebit Day

19TH-20TH SEPTEMBER

Abergavenny Food Festival

INDUSTRY DATES

13TH -15TH APRIL

Farm Shop & Deli Show
farmshopanddelishow.co.uk

16TH - 19TH MAY

Worldchefs Congress & Expo Wales
worldchefscongress.org

30TH MAY - 8TH JUNE

Welsh Wine Week 2026

20TH - 23RD JULY

Royal Welsh Show

8TH - 9TH SEPTEMBER

Speciality & Fine Food Fair
specialityandfinefoodfairs.co.uk

NOVEMBER

Blas Cymru/Taste Wales Conference
businesswales.gov.wales





Cymru
Wales

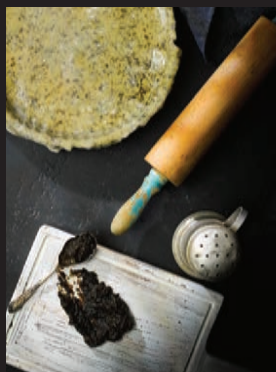
This is Food and Drink. This is Wales.

Dovey Native Botanical Gin (PGI), Welsh Heather Honey (PGI) and Pembrokeshire Native Oysters and Rock Oysters (PGI) are the latest to join the impressive list of Welsh Geographical Indication (GI) products. Learn more about the growing list, and an industry defined by quality, provenance and tradition.

Discover a world of possibilities with Welsh food and drink:

FoodDrinkWales @FoodDrinkWales Food_Drink_Wales Bwyd a Diod Cymru | Food and Drink Wales



This is Food and Drink. This is Wales.

This is how we're supporting our businesses to grow sustainably.

The Welsh Government has a vision to create one of the most sustainable food and drink supply chains in the world.

A Carbon Reduction Pilot initiative was launched last year and successfully worked with 60 businesses to help them baseline their carbon footprint through developing carbon reduction plans. Food and drink businesses based in Wales are able to register for phase 2 of the scheme, where we aim to support up to 80 businesses.

In addition to carbon reduction, we're proud to offer a comprehensive FREE package of support to help businesses navigate climate related impacts. Support includes a Climate Adaptation Readiness Self-Assessment to highlight strengths and uncover opportunities for growth. This is backed by engaging training modules and dedicated guidance to help businesses thrive sustainably, including support on their journey to becoming certified B Corp.

Find out more about the support that is available:

food-drink.wales/business

sustainablefd@gov.wales

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