

Nid yw'r cyfieithiad Cymraeg ar gael ar hyn o bryd.

## **BRANDING OF WELSH FOOD AND DRINK**

'Wales – the true taste' has been identified as the key, core-value message that needs to be communicated about Welsh food and drink.

This has been decided upon following lengthy market research amongst consumers and the food industry in England and Wales.

'The True Taste' is seen as a credible, realistic positioning for Welsh produce by consumers – they believe that Welsh food and drink tastes as nature intended, having been produced in a clean, green environment.

This core value, having been established, now needs to be translated into consistent messages across the industry.

The WDA is working with the private sector, to ensure that these core values are reflected. Success depends on working together to deliver consistent, strong messages.

A series of four workshops have been held across Wales involving representatives from around 120 food companies.

Work is now going on with a number of private sector companies who are developing their own brands in line with the overall brand positioning.

The overall aim of this brand positioning is to help raise the profile of Welsh food and drink, and to strengthen its position in the market place.

How the Welsh Development Agency is working to deliver the brand:

- Investment in product development and marketing of food products, to help private sector companies create a portfolio of strong consumer brands
- Accreditation scheme based on the True Taste brand – for top-quality, leading companies
- Support at trade and consumer shows and promotions
- A brand book providing guidance on True Taste for the agri-food sector
- Developing Wales' food culture through food festivals, food awards, a hospitality scheme, joint work with the Welsh Tourist Board and other partners etc

