

THIS IS FOOD & DRINK  
*Food & Drink Manufacturing*



# FOOD DRINK

# All the right ingredients perfectly measured



EXCELLENT  
TRANSPORT LINKS,  
CONNECTIONS WITH  
UK RETAIL CHAINS  
AND INTERNATIONAL  
MARKETS

The food and drink industry has everything in Wales. A skilled and loyal workforce, advanced facilities, a mature local supply chain and end-to-end business support - a world of expertise, right here, in our midst with academics and researchers pushing the boundaries of food technology ... not to mention the benefit from some of the most generous financial assistance in the world.

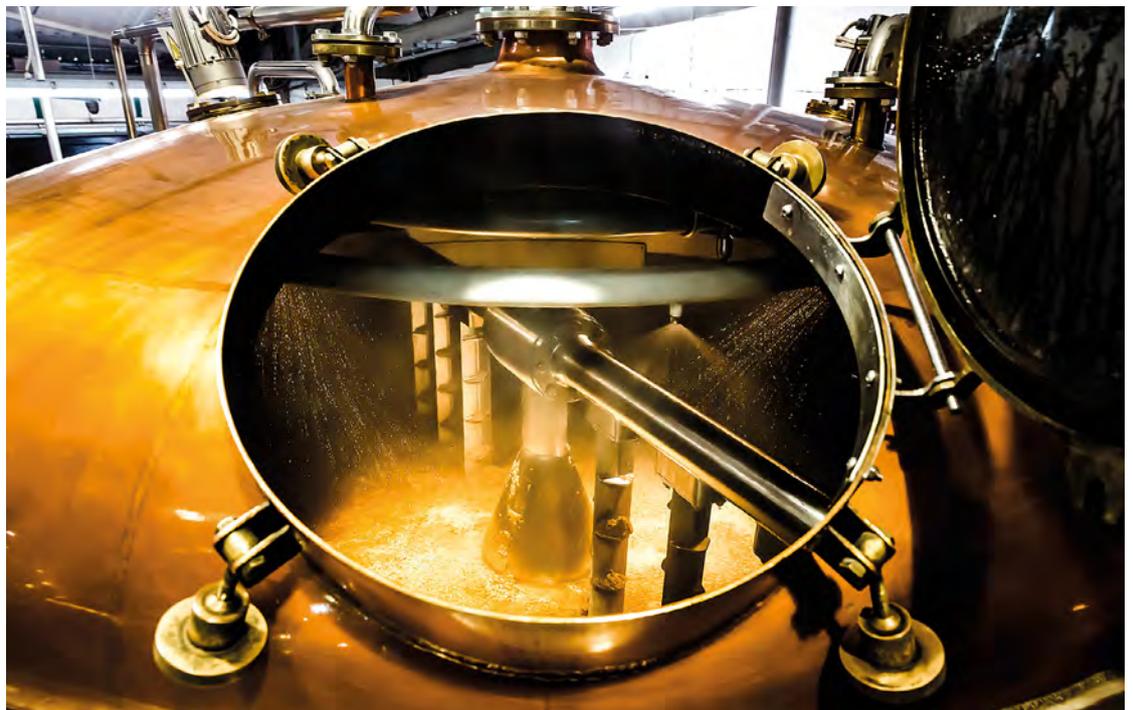
However big or small your business, whichever group of foodies you're catering for, whatever the business conundrum you're facing, you will find a fully customised solution in Wales.

If you are already manufacturing on a larger scale and are planning expansion, Wales is the place to grow your business. With our excellent transport links, connections with UK retail chains and international markets, our skilled workforce and our renowned local supply chain, you can keep costs low and quality high.

If you are a start-up, Wales is the ideal place to develop your business and trial new products. You will discover industry renowned food centres and world leading universities. You can use our fully equipped business incubators to nurture your ideas, taking them from concept to commercial trial. You can also receive friendly and knowledgeable advice on nutrition, packaging, processing, manufacturing and more.

## Read on to learn the full story

What you can expect when you come here and why major food and drinks brands from across the world have chosen Wales as their home.



# A place to pitch up and do business

We know how much your business depends on its location. With tight delivery schedules, you will need excellent transport links that will provide easy access to the UK and beyond.

Wales has the whole world on its doorstep. Connected with the rest of the UK market by high-speed train and motorway corridors, Wales allows seamless travel. Wales also plays its part when it comes to air links and ports to the wider UK offer of the largest air transport system of any major European economy.

Most of the UK's major cities are within just three hours, linked by an excellent network of road and rail, while shipping and international sea links connect Wales – and your exports – to the world.



Location





THE REST OF THE  
WORLD REALLY IS  
ONLY A PRESS OF  
A BUTTON AWAY.

## Digital infrastructure

Supported by a robust energy grid, Wales is home to Europe's largest Tier 3 Data Centre, which means that the rest of the world really is only a press of a button away. By hosting the most advanced digital infrastructure in Europe, you can stay in constant touch with customers around the globe, at any time of day or night.

## Ensuring the right location for your supply chain needs

We know how important it is to find the right place to base your business. It's one of the fundamentals. That's why we have a comprehensive database of commercial land and properties, and professional property experts who will be on hand to help you through the whole selection process. We'll help you find suitable land or property in the right location, at a competitive price, and advise on all the legal and leasing issues. There are eight Enterprise Zones strategically placed across the country to support cluster working and streamlined supply chains, from advanced food packaging manufacturing through to energy and environment.

# You are in good company



LARGE COMPANIES  
HAVE INVESTED  
ACROSS THE NATION  
FROM NORTH TO  
SOUTH.

The level at which Wales produces, creates and innovates, in relation to its size, is remarkable. Such an approach has served the industry well over the past decades with major brands like Unilever, Nestlé, Kellogg's, Cadbury, Mitsubishi Food, and PepsiCo growing their offer, along with wider home grown successes.

Businesses that come to Wales can easily reach every corner of the UK, a competitive yet rewarding market, along with being strategically well placed for wider international hubs in a nation at the cutting edge of digital connectivity.





## Blossoming careers

**At the heart of every successful business are great people; talented, loyal, determined. Wales' workforce has these qualities in abundance. Their passion helps ignite new ideas, new products and new markets, and coupled with a work/life balance to rival anywhere in the world, Wales is a place where careers can blossom.**

It's also why education and training matters and why our universities and colleges work closely with industry to prepare the workforce of the future. Coleg Cambria, for example, works closely with Kellogg's in Wales to teach the core technical skills that they require – meeting the needs of the industry and providing qualifications to the local workforce.

We have some of the UK's best academic institutions, renowned for their courses in catering, cooking, hospitality and other complementary disciplines like business and finance.

In an era defined by key challenges – automation, decarbonisation and digitalisation – new skills have to be learned and blended with existing wisdom and experience. This is the platform for future success.

Along with a skilled workforce of over 240,000<sup>+</sup> workers in the industry's broad supply chain, over 47% of the entire Welsh population aged 21 to 64 are college graduates.

Investors in Wales can also draw on the pool of half a million graduates per year from all over the UK.

Be they young graduates or experienced and skilled specialists, workers are happy to relocate to Wales for good jobs and to benefit from the quality of life and widespread availability of outdoor activities that are available. We recognise as a country that people do their best work when there is an equal sense of fulfilment in both their work and home life.

The quality of life and the cost of living in Wales are both highly competitive. This creates a platform for getting the best out of people - to build real loyalty and stability into your business operation.



**240,000<sup>+</sup>**  
skilled workforce



**47%**  
Welsh population  
are college graduates

# The next big idea is already brewing

From the Toyota Auris Hybrid engine, Raspberry Pi, to Airbus A380 wings, the country excels in supporting industry with cutting-edge technology. The food and drink industry is no exception. Access to world-renowned academic support from Wales' strong higher education base and food centre infrastructure (Food Innovation Wales) has resulted in hundreds of millions of financial impact over the past few years alone.

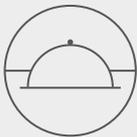
A range of wider partnerships further binds this Welsh triple helix approach, from internationally recognised work by the Institute of Biological, Environmental and Rural Sciences (IBERS) based at Aberystwyth University through to pioneering work by AMRC Cymru, part of the Advanced Manufacturing Research Centre. A series of AMRC projects are currently in development, from techniques aimed at increased adoption of automation in food production lines through to waste-reducing eco-innovations.

## Centres of excellence

Wales has certainly put its money where its mouth is when it comes to research and development. Early investment in the science and technology of food means that Wales now has the mature and experienced R&D infrastructure it needs to underpin the growth of its food industry in a sustainable way.

Food Innovation Wales, with its three centres providing support to every corner of the country, is at the heart of the industry approach and a focus on innovation. Over the past few years alone the scheme has helped develop more than a thousand new products and had a financial impact calculated to be in excess of £161 million to the food and drink industry.

Martin Jardine, Director of Agri-Food at Grŵp Llandrillo Menai, which runs the Food Technology Centre in North Wales, is one of the industry's early pioneers and is rightly proud of the role that Food Innovation Wales has played in the growth and development of the food sector. He says "Wales is a fantastic place for food and drink producers to establish themselves. The support and expertise available makes it possible to fully develop a food and drink product from concept to consumer in one location. A legacy of the vision the Welsh Government and strategic partners had all those years ago of establishing a robust food and drink infrastructure, and testimony to that early financial investment. We will bring that same zeal to making sure that Wales has one of the most environmentally and socially responsible food and drink supply chains in the world. We know it's morally the right vision, and we've made a confident start."



**£161 million**  
to the food and drink  
industry

### SNAPSHOT: FOOD INNOVATION WALES

- New product development
- Process & factory design
- Technical advice and assistance, including BRC and HACCP
- Labelling & packaging advice
- Legal advice, including recall protocols
- Nutritional advice & analysis
- Sensory evaluation
- Incubator units
- Food preparation training
- Business development support, including opportunities with large scale manufacturers



# Your success is our success

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## Together, we can do more

We will provide help, advice and support right from the very beginning. We have Welsh Government staff in countries across the world, ready and waiting to work with you.

Talk to us about how Wales can support your goals. To help you...

- make your investment decision
- find business premises
- assemble a talented team
- find sustainable supply chains
- take your business to the next level
- find success

Welsh Government's funding schemes allow businesses to access financial assistance across a broad range of activities including: initial location, job creation and safeguarding, R&D and supporting the development of skills (depending upon a demonstrable need for support).

Working in partnership with the industry, leading food and drink figures joined forces to launch, this year, a future vision rooted in sustainable practices. Looking at areas such as growth and productivity, environmental impact, fair work and raising standards throughout by working together, it is hoped that government and industry can create one of the most environmentally and socially responsible supply chains in the world. These values are already enshrined in law through our world leading Well-being of Future Generations Act. Join us on this journey for a prosperous tomorrow both for your business and for the wider world.





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