



DYLAN'S

Looking to expand its product range offer



Dylan's restaurant in Menai Bridge approached Menter Mon looking for some help, with the commercialisation of some of its food products, currently offered on its menu. Dylan's objective is to expand the offer of a range of products not just at the restaurant, but as a stand-alone brand at other commercial and retail venues.

A number of development products were discussed and the list below has been chosen for the affinity to the Island and North Wales and uniqueness in the market.

- Dylan's Red Dragon Sauce
- Dylan's Salted Butterscotch Sauce
- Dylan's Welsh Beer Mustard
- Dylan's Chilli Oil
- Dylan's Relish with Welsh cider vinegar

The Food Tech Centre was chosen to review recipes, to scale up recipes into final packaging, to analyse product shelf life, and to provide advice on labelling and ingredient declarations. The successful Dylan's brand is to be retained for packaging with design work to be completed for each specific product.



Dylan's already has a range of products on offer as it looks to expand its sales and customer choice further