



Llywodraeth Cymru
Welsh Government



Open call for ‘Neges’ suppliers

The ‘Neges’ project - “local produce on arrival and during your stay” - will facilitate and coordinate the provision of a local food offer for the self-catering sector e.g. cottages, glamping units, lodges...

Delivered by Menter Môn and funded through the Cooperation and Supply Chain Development Scheme (EU / Welsh Government), the initiative will run until June 2023 with the bulk of activity will take place during the 2022 tourism season.

Aim

The project aim is to provide visitors staying in self-catering accommodation in the area with a local food and drink option, which will showcase the breadth of quality producers from the area and provide a sense of place through a range of supporting material. ‘Neges’ will be delivered in partnership with food and drink suppliers and self-catering providers as well as other key stakeholders from the public and private sector. The project will be delivered across the counties of Gwynedd, Ynys Môn and Conwy.

What ‘Neges’ is looking for?

We are looking for 5 local suppliers to collaborate with ‘Neges’ to develop and trial a number of innovative regional food and drink packages for the tourist sector in Gwynedd, Ynys Môn and Conwy, that are either delivered to the accommodation or collected, from Easter 2022 onwards.

We expect retailers, distributors, manufacturers, restaurants and cluster of producers to be interested in working with ‘Neges’ as a supplier.

We want to trial different ideas across the 3 counties, targeting various audiences and piloting alternative distribution methods. We want to avoid competition between the ideas ‘Neges’ will be supporting as part of this piloting.

We are aiming for at least 2 of the 5 selected suppliers to be licenced for the sale of alcohol.

What is the next step?

If you answer “yes” to all the following, get in touch with us using the contact details at the end.

We are looking for SUPPLIERS who:

- Are based in Gwynedd, Ynys Môn or Conwy.



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- Are registered food businesses with their relative Local Authority/County Council and have secured a “score on the door” hygiene rating of 4 or higher in their last inspection.
- Can develop an innovative food package made from predominantly local products/ingredients, that isn’t currently provisioned locally. Local products are defined as those produced in Gwynedd, Ynys Môn or Conwy, OR products made using a primary ingredient grown/reared in Gwynedd, Ynys Môn or Conwy.
- Will work with ‘Neges’ to showcase the Welsh language, local food and its heritage to the self-catering sector.
- Can demonstrate the necessary capacity to deliver their ideas and can scale-up if required.
- Are supportive and ready to collaborate on creating and promoting bilingual Welsh and English content.
- Have their own brand to sell the food package or are willing to develop a brand for it, and committed to developing sustainable solutions such as making use of green packaging options.
- Have a good bilingual digital presence eg website, social media accounts, e-newsletters... and/or are committed to developing this type of presence.
- Are comfortable being agile and responsive to feedback obtained during the trial.
- Are ready to provide comments and feedback to the project team and appointed evaluators.

What can ‘Neges’ offer you?

The overall aim of the ‘Neges’ project is to reduce the risk for businesses who want to pilot innovative food and drink packages, and provide a range of support measures. These will include:

- Facilitate collaboration with other businesses across the supply chain.
- Identify local and national businesses who are part of the customer facing end of self-catering accommodation to work with on piloting the food packages eg booking agents, cottage owners, caravan sites, glamping venues.
- Contribute towards the costs of running pilots, sourcing green packaging solutions and producing supporting material for packages such as recipe cards and web content.
- Commission specialist support where required to develop food packages eg recipe development, refine or clarify ideas, sourcing green packaging alternatives, identify software to process orders...
- Sharing market intelligence on consumer trends and expectations.
- Provide information and support on how you can make good use of the Welsh language and develop a strong “sense of place” in your packages and day-to-day business activities.
- Publicise the solutions developed by suppliers to a wider audience eg in food festivals, trade shows...
- Commission professional photography services to create a portfolio of images a supplier can use to market.



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How to apply?

If you are interested in participating as a supplier of a 'Neges' package, then please complete the application form below by November 30th, 2021.

Application form: <https://forms.office.com/Pages/ResponsePage.aspx?id=847zNnlo-E2m0Dz5KX8G-JTFpBoC4dhPkDGYyeGywwlUMU01UkdRVlpQWkVJMU5DU1ozMFRFNfk1Qi4u>

'Neges' contact details

For more information, please contact Rhys Gwilym on 01766 514057 or e-mail at rhys@mentermon.com