



Lois Jones

Age: 22

Location: Pentrefelin

Business Name: Cwmni Sôs Coch Company

✉ sales@soscoch.com
loisjones@live.co.uk

☎ 07511824623

Why did you decided to set up a business?

To be honest, starting a business myself was something I never thought I would do and hadn't appealed to me. But, a few years ago we were out for a meal whilst on holiday in Cornwall and saw "The Cornish Ketchup Company" on the table which made us question why there wasn't a Welsh ketchup brand. This brought me to where I am now which is trying to create my own Welsh Sôs Coch.

How has Llwyddo'n Lleol/ Amser i Fentro helped you to develop?

If it wasn't for the Llwyddo'n Lleol scheme I would NEVER have started the business. When I started the scheme, I didn't know what to expect as I wasn't sure how much I'd get out of it. But, it's one of the best things I've done because I've actually started my own business! One of the best things about the scheme is knowing that there are a bunch of people who are in the same situation as you and I have really enjoyed getting to know everyone and supporting each other. Elen, Jade and Geraint have also been so supportive throughout the process and helped us all along the way.

What are your hopes for the business going forward?

At the moment things are moving slowly. I'm currently trying to work out if it would be better A) launch the product as soon as possible, being produced in Wales using my own recipe but without Welsh tomatoes Or B) Wait and create a process that allows me to use Welsh tomatoes in the recipe by creating my own tomato paste. With option A, I would be able to develop the recipe as the business grows to include my own tomato paste using Welsh tomatoes. However, option B sits better with me because it is important to me that the product celebrates and promotes Wales as much as possible. I've got a lot of thinking to do!

If you had one sentence to tell another young person who's thinking of starting a business, what would that sentence be?

GO FOR IT. You've got nothing to lose!!

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