

The Grocer

Focus On: Wales

By Kevin White Kevin.White@thegrocer.co.uk

Publishing: 8 October 2022
Advertising deadline: 23 September 2022
Submissions deadline: 16 September 2022

Back in November, the Welsh government announced plans to grow the nation's food and drink industry to at least £8.5bn by 2025. It's an ambitious target, but the country has hit similar milestones before. So how will Wales continue to grow its food and drink industry? What does the government need to do to help it reach the target? And what might it mean for the growing exports in Welsh food and drink?

Government plans: The Welsh government's backing of the food and drink sector previously helped it beat a £7bn target. What has it got planned this time round?

Local produce: What categories of food and drink are doing especially well in Wales right now? And what areas might it be well placed to expand into?

World cup: Wales has qualified for the men's FIFA World Cup in Qatar later this year. How are events like this helping to raise the country's profile and boost its food and drink exports?

Innovations: We will profile 4 new products or ranges that have ideally not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each