

# The Grocer

## Focus On Wales

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Welsh food and drink exports to the EU have hit record highs in recent years, according to data from the Welsh government. Which product categories and companies are driving this growth? Which export markets – in and outside the EU – are in strongest growth? Are any in decline? And what government support are Welsh exporters, large and small, getting to help them break into new markets and promote their products?

**Emerging exports markets and categories:** We will be looking at where in the world demand Welsh food and drink is growing and declining most and how trade policies and other factors are impacting this. Does Welsh lamb still have international cachet? What about beef, lava bread, leeks and Conwy mussels? Are any new categories emerging?

**Trump's tariffs:** We will also be exploring how US trade policies have been impacting exports to the US from Wales over the past year. What tariffs have been introduced on Welsh produce? What impact have they had? How is the industry responding?

**Innovation:** Another area of interest is NPD. To what extent has innovation driven growth in Welsh food and drink at home and abroad over the past year? Which new products have proven most successful? We will profile four new products or ranges, ideally ones that have not appeared in The Grocer before. Please provide details of launch date, rsp, pack weight and stockists, as well as a high-res product shot.