

# Welsh food and drink companies embark on trade mission to Milan

As part of the Welsh Government's commitment to raise Wales' global profile as a first-class place to do business, it is supporting nine producers to visit Milan from the 24-28 June.

This follows Italian interest in some of these products during the recent TasteWales event organised by the Welsh Government, which showcased over 800 Welsh food and drink products to buyers from all over the world.

The Cabinet Secretary for Environment and Rural Affairs, Lesley Griffiths said:

"We are extremely proud of our high-quality food and drink and recognise the enormous value it brings to our economy. Food and drink is a priority sector for the Welsh Government and this is why we have set an ambitious target to grow the sector by 30% by 2020.

"In light of the UK's decision to leave the EU, it is now more important than ever we promote the very best the food and drink industry has to offer and continue to make an impact in global markets. I am delighted we are supporting this group of producers to go to Milan and follow up on the exciting leads made with Italian buyers during our successful TasteWales event."

The producers range from cereals, preserves and tea, to free-from foods and brewing companies.

Italy is one of the biggest markets for gluten-free products in Europe and craft beer producers; Evan-Evans and Samosa Co will be joining the trade mission to promote their gluten-free options.

The organic market is also growing significantly in Italy and Pembrokeshire based company, Daioni Organic, will be in Milan to take advantage of these growth opportunities.

During the four day visit the companies will have an opportunity to showcase products to selected buyers and develop new business through a series of market briefings, store visits, and meet the buyer/showcasing.

The producers attending the trade visit are:

Daioni Organic, Deeside Cereals, Evan-Evans Group, Sims Food – Samosa Co, Baa Brewing, Clarks, Lurville Delight, Radnor Preserves.