



Hybu Cig Cymru
Meat Promotion Wales

HCC Meat Promotion Wales: *The finest lamb from the valleys of Wales*

www.hccmpw.org.uk

Green Seed France

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- HCC (Hybu Cig Cymru) Meat Promotion Wales is the government organization responsible for the development, promotion and marketing of Welsh red meat.
- HCC works with all sectors of the Welsh red meat industry - from the farmers through to the retailers, to develop the industry and cultivate profitable markets for Welsh lamb, beef and pork.
- HCC's objective in approaching GSF was to increase public awareness of PGI Welsh lamb and to promote its distribution in France.

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GSF's role in growing HCC's business:

- GSF took a two-pronged approach to HCC's requests, engaging both customers and retailers in the promotion of Welsh lamb.
- We organized a series of in-store tasting sessions in collaboration with Monoprix, with 3 out of 5 customers purchasing products having tasted the lamb.
- We set up an inter-store competition with Monoprix, mobilizing their salesforce to promote Welsh lamb consumption for a 4-month period.
- We collaborated with the RED D'Hippo restaurant group, resulting in the introduction of the 'Red Dragon Burger' to their menu, made with Welsh lamb.

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Press lunch



Retail promotions

3 consumers out of 5 bought Welsh lamb after tasting the product in store

31 tonnes of Salt Marsh Welsh Lamb sold during the competition (+7% vs last year)



Internal butcher Competition



Dedicated articles in the leading trade magazines

