



## PGI quality lamb promotion in premium retail and foodservice Customer since 1998

### Objectives

HCC/Meat Promotion Wales is keen on getting Welsh lamb listed by leading premium retailers in Europe, with special emphasis of the PGI (Protected Geographical Identification) lamb.

### Response

GSB identified the opportunity to introduce Welsh Lamb and selected Cactus as the most suitable retailer in terms of positioning in Luxembourg. Green Seed worked with a committed supplier and Cactus to ensure a suitable range was defined and launched in optimal conditions. A comprehensive launch support plan was developed and implemented towards both retail stores and Luxembourg consumers.

### Results

A new product range of PGI Welsh lamb was successfully launched in 2012. A high product visibility and new awareness of Wales as the quality origin for lamb was developed.