



Ffordd Cymru  
The Wales Way


# Epic journey. The Wales Way.

## Blas Cambrian Taste Trail\_Toolkit

[www.visitwales.com/inspire-me/wales-way](http://www.visitwales.com/inspire-me/wales-way)  
@thewalesway

Ffordd Cambria  
The Cambrian Way



An aerial photograph of a winding asphalt road through a lush green valley. A river flows through the valley, and the road curves around it. The text 'The Wales Way. Food and drink odyssey.' is overlaid in white.

# The Wales Way. Food and drink odyssey.

The Wales Way is a family of three national routes that lead you right into the heart of our beautiful nation.

Comprising The Cambrian Way, The Coastal Way and The North Wales Way, each route leads you along stunning coastlines, spectacular castles and into our mountainous heartlands.

Learn more about our national routes:  
[www.visitwales.com/inspire-me/wales-way](http://www.visitwales.com/inspire-me/wales-way)





# Wales. For starters.

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01\_

# Blas Cambrian Taste Trail.

The Cambrian Way is a north-south journey along the mountainous spine of Wales, and runs for 185 miles (300km) from coast to coast.

The iconic route winds through two National Parks – Snowdonia and the Brecon Beacons – and the big green spaces in between. At the north end you'll find the Victorian splendour of Llandudno. At the south is Cardiff, our cosmopolitan capital city.

Food plays a key role in telling the story of Wales by developing a strong and unique sense of place and attracting new and returning visitors alike.

We've created the interactive Blas Cambrian Taste Trail to help improve the quality of the visitor experience and raise the profile of the amazing and unique food and drink that's on offer right along the spine of Wales.

Featuring over 200 food and drink experiences that range from tasty producers and unique food tours through to farmers markets and hip festivals, The Cambrian Way is genuinely a foodies' dream that everyone should know about.

As one of the food and drink businesses that have made it onto the trail, you've obviously got a fantastic story to tell.

So we'd like you to help us spread the word about the Blas Cambrian Taste Trail through your own channels so that all those foodies out there can go on their own food and drink odyssey!

See the interactive guide for yourself here:

[www.visitwales.com/inspire-me/wales-way/cambrian-way/unmissable-experiences-along-cambrian-way](http://www.visitwales.com/inspire-me/wales-way/cambrian-way/unmissable-experiences-along-cambrian-way)



# What's so special about food and drink and The Wales Way?

Our grass is green, our rivers are deep, our mountains are high and our natural larder is plentiful. Wales has a long and proud tradition of producing outstanding food and drink, with an abundance of natural resources and raw food materials and a concerted focus on developing new technologies in food production.

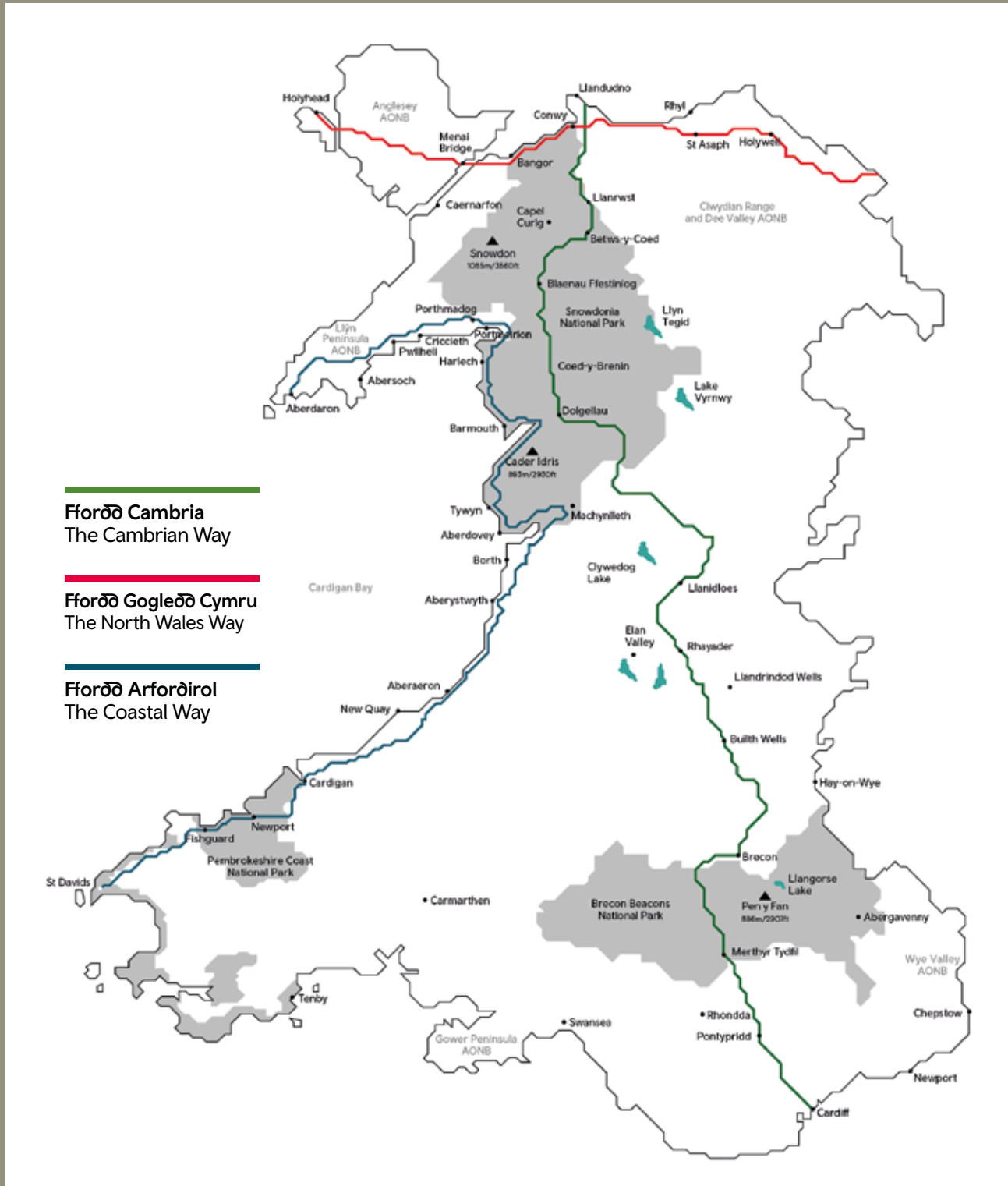
Like most of what we do in Wales, Welsh food and drink is rooted in our communities, shaped by our landscape, and honed by our culture and language. Whether it's artisan or mass-market, the warmth of our people comes through in the quality of what we produce.

Wales is a place where the traditional is re-imagined by a new generation of bright young things, and provenance is protected by experienced old hands who have farmed the fields, and baked the bread, for decades.



# How to navigate the Blas Cambrian Taste Trail.

The Cambrian Way (300km / 185 miles) winds through two National Parks: Snowdonia and the Brecon Beacons. It starts or ends in our capital city Cardiff.

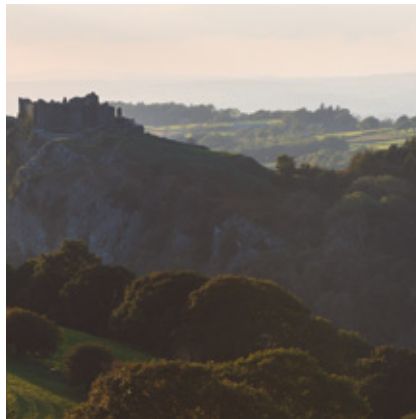


# Why get involved?

If you thought the food and drink of Wales started with Welsh cakes and stopped with 'cawl', then think again. As shown by the diversity of weird and wonderful tastes offered along The Cambrian Way, there really is a great story to tell.

We hope that you won't need much persuasion to get involved, but here's a few reasons why we think it's a good idea to get on board and help make food and drink a key component of The Cambrian Way.

- 1 Increase your footfall: with online competition and increasing pressure on our high streets, creating a 'foodie route' and a point of difference can help raise awareness of your business and increase footfall.
- 2 Boost sales: naturally, increased footfall often results in better sales!
- 3 New and exciting: customers are always keen to try new things and the Blas Cambrian Taste Trail is a new food experience.
- 4 Strong identity: there's no doubt about it, Welsh food and drink is on the up and breaking all its growth targets. So why wouldn't you want to get on board and the show the best that our nations has to offer?





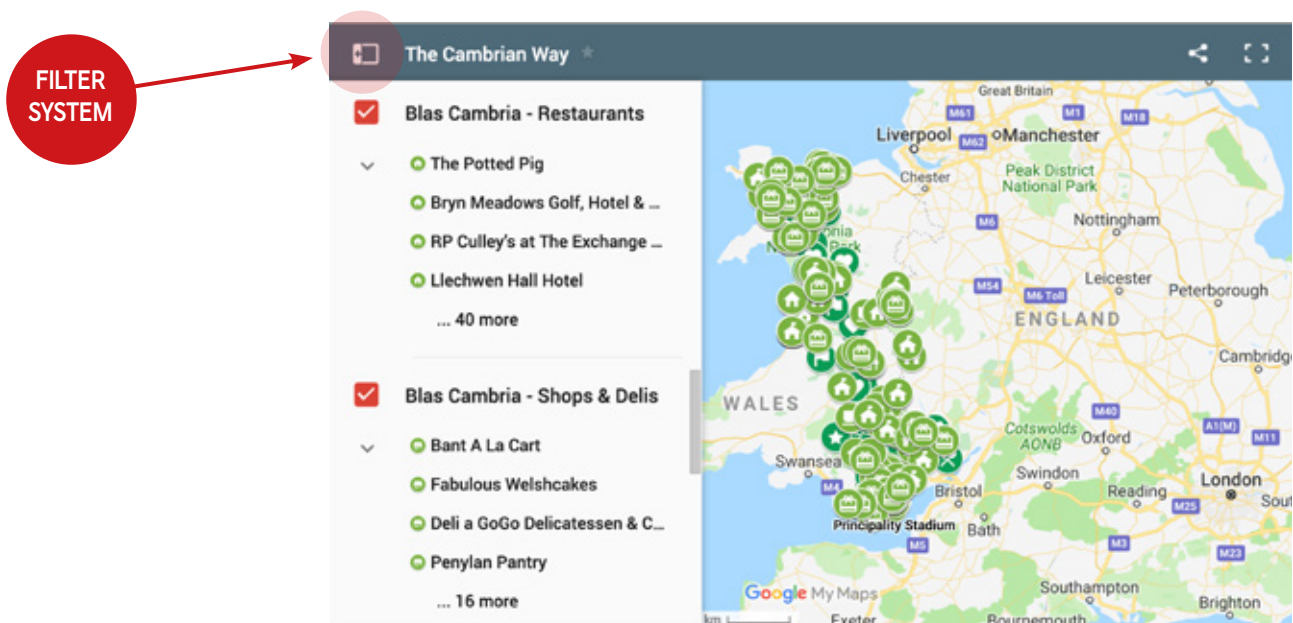
## How to get involved?

We believe that people, provenance and taste are at the heart of Wales's compelling food and drink story, so help get the message across as engagingly as possible through some of the following channels.

- 1 Post about the trail on social media with the relevant tags and hashtags.
- 2 Use some of the graphics that we've produced to help drive further engagement
- 3 Post a new item about the trail on your website.
- 4 Remember to tell your customers about the trail and some of the wonderful food and drink that's along it.

## How to find us?

Remember when using the interactive map to make the most of the filtering system, which allows you to only see the food and drink establishments that are part of the Blas Cambrian Taste Trail.



02\_

# Spread the word through social media.

Here are some handy tips for you to make the most of your social media channels so that your potential customers can easily find and interact with your business and make the most of the Blas Cambrian Taste Trail.

Social media is a perfect way of getting information out regularly to your audience, building up knowledge and awareness of what your business is doing.

When posting about the trail remember to include a link through to the interactive map:

[www.visitwales.com/inspire-me/wales-way/cambrian-way/unmissable-experiences-along-cambrian-way](http://www.visitwales.com/inspire-me/wales-way/cambrian-way/unmissable-experiences-along-cambrian-way)

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**Overleaf are some relevant hashtags and accounts for you to consider when posting.**

# Hashtags

#BlasCambrian  
#CambrianWay  
#TheWalesWay  
#FindYourEpic  
#ThisIsWales  
#GwladGwlad

## Wider accounts to engage with

@visitwales / @croesocymru  
@CadwynClwyd  
@NWTBiz  
@visitceredigion  
@antur\_tEFI  
@midwalestourism  
@VisitMidWales  
@CMIinitiative  
@CardiFoodFest  
@biosfferdyfi  
@MidWalesMyWay  
@VisitCambMtns  
@BreconBeaconsNP  
@visitpowys  
@VisitNorthWales  
@GoNorthWales  
@visit\_snowdonia  
@visitsnowdonia / @croesoeryri  
@YmweldAgEryri  
@NorthWalesGuide  
@\_businesswales / @\_busnescymru  
@VisitWalesBiz  
@visitcardiff  
@visitmerthyr  
@visitcaerphilly  
@visitbeacons  
@BeaconsTourism  
@visit\_mon  
@visitdolgellau  
@visitRCT



# Facebook

**Create conversations.** On Facebook interaction is key. Encouraging your audience to share their opinions and comments. Respond quickly to any comments received which will build relationships with potential customers.

**Images.** Choose photos and videos that will capture the attention of your audience. With all the stunning scenery as well as your business offerings, this will draw a lot of attention. Adding video clips or GIFs will only increase this, leading to more people engaging with your messaging.

**Get to know your audience.** Find out information about them such as who they are, where they are and what time they log in to Facebook. With this information you can tailor your messaging to their interests and also post at times convenient to them.

**Schedule your posts.** You can schedule the sending of your messages in advance meaning you can plan ahead with your content.

**Direct traffic to the website.** Using your social media platforms to direct people to your website is a great idea. Include links to your website in all your posts.



# Twitter

**Be short and to the point.** Twitter has a limit of 280 characters so make sure your messaging is clear, straight to the point with a friendly tone of voice.

**Use hashtags.** Reach a wider audience by using hashtags related to the topic. Using #BlasCambrian will connect your messaging to the rest of the content created related to the taste guide. Best practice dictates you use between one and three hashtags per post.

**Live in the now.** Twitter is best used in real time. If you have events at your business why not share them with your audience?

**Engage with others.** Tag other relevant businesses and organisations in your tweets to increase engagement and remember to also retweet and like third party content.



# Instagram

**Images, Images, Images.** Instagram is all about your imagery so make sure you take good quality photos to share with your audience. Short videos of under one minute also work really well.

**Behind the scenes.** Instagram is a great platform to really get your business identity over to your audience. Make people feel part of your company by sharing images of daily life. Preparing for an **event? Why not share some images of the preparation?**

**Hashtags.** Hashtags are important on Instagram. Using relevant, targeted hashtags on your posts is one of the best ways to get discovered by new audiences. Best practice dictates that you use a **maximum of eight to ten hashtags per post.**

**Instagram stories.** These can be used to compliment the organic posts and last for 24 hours. The advantage of using stories is that all followers of the particular account will be notified of a new story at the top of their feed, greatly increasing the reach of a message.

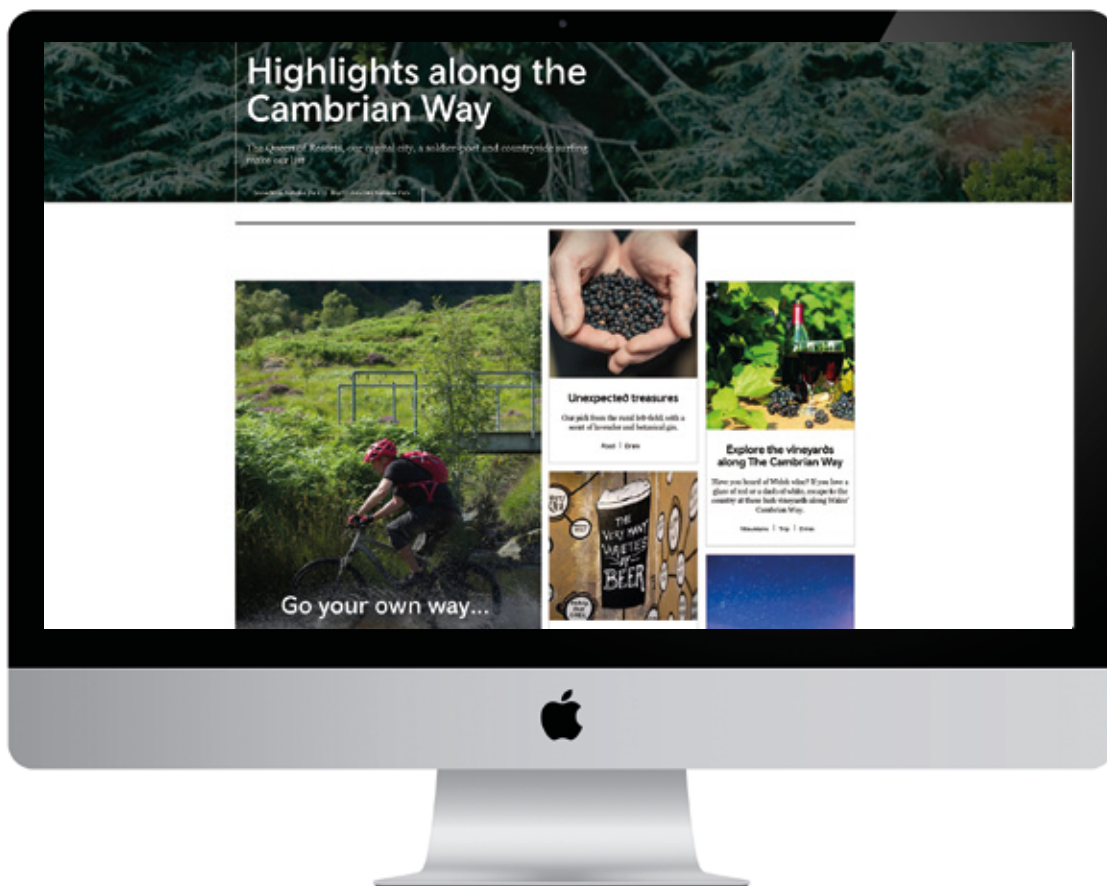
**Audience.** The demographics of Instagram users is heavily skewed towards a younger audience therefore keeping a light, friendly tone will work well with the audience.

# Tasty snapshots.

Images are at the heart of telling a compelling food and drink story. Here's a selection from the route to help get you inspired



# Example social media posts.



The #Blas Cambrian Taste Trail is an innovative and exciting project which aims to connect the food experiences of the spine of Wales to create an epic foodie trip.  
We couldn't be happier to be a part of it – find out more here: **\*\*Link\*\***  
**#ThisisWales #TheWalesWay**

On a journey through Wales and want a real foodie experience? Make sure to stop with us!  
As a #Blas Cambrian Taste Trail certified business you can be sure to have an authentic experience.  
**#ThisisWales #TheWalesWay**

We are proud to show our green #Blas Cambrian Taste Trail badge! Make sure to stop with us on your culinary journey through Wales for an unforgettable #foodie experience.  
Learn more about the project: **\*\*Link\*\***  
**#ThisisWales #TheWalesWay**

Make the most of @Visit Wales's #YearOfDiscovery and follow the #Blas Cambrian Taste Trail route right to our door.  
Whether you are a local or just visiting, our new green #Blas Cambrian Taste Trail badge guarantees you a foodie experience to remember.  
**#ThisisWales #TheWalesWay**

We are excited to be a part of the new #Blas Cambrian Taste Trail.  
Make sure to make our food and drink business a stop on your journey through the heart of Wales.  
More about the project: **\*\*Link\*\***  
**#ThisisWales #TheWalesWay**

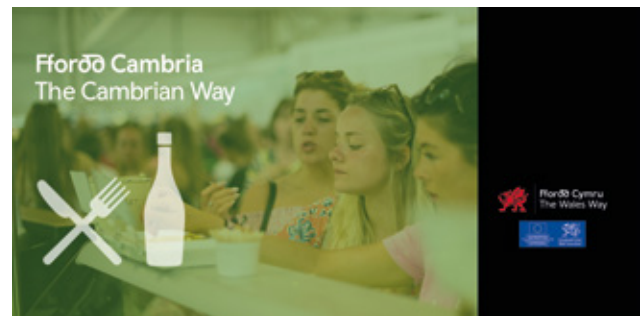
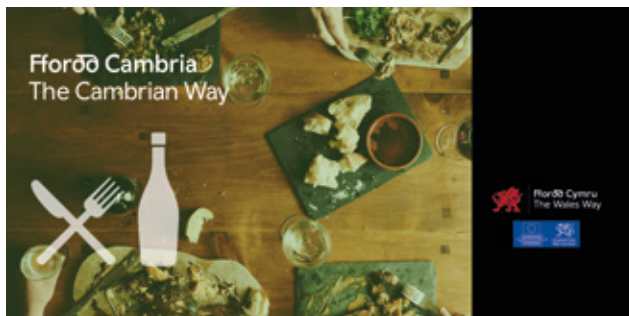
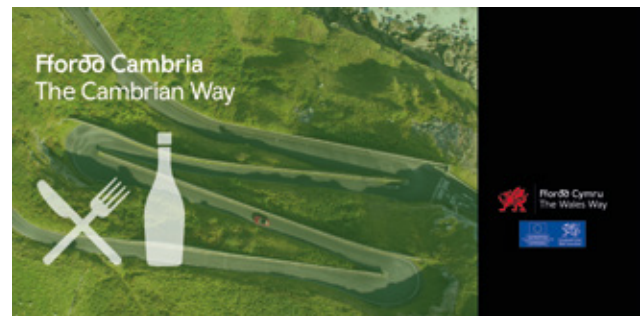
A journey through Wales isn't just about what meets the eye! Come and tickle your taste buds with us, a certified BlasCambrian business as you broaden your food and drink horizons with the #Blas Cambrian Taste Trail - a foodie experience not to be missed.  
**#ThisisWales #TheWalesWay**

\*\* Insert a link either to the interactive map or your own news item

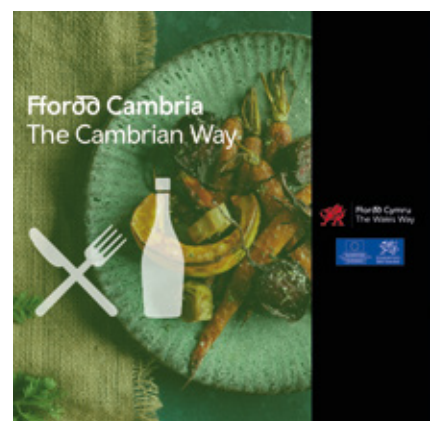
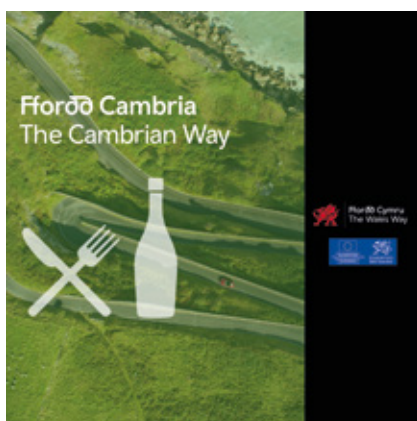
# Social media graphics that you can use on your channels.

A selection of twitter, facebook and instagram graphics for inspiration.

## TWITTER and FACEBOOK



## INSTAGRAM



# Template news item.

If you have a news section on your website then why not post a short piece telling your customers how honoured you are to have made it on to the guide?

Feel free to amend it to suit your own tone of voice, but here's a start to help you along the way.



Fford Cambria  
The Cambrian Way

## Join us on the Cambrian Way food trail.

Everyone here at XXXXX is delighted that we've made it on to the recently launched Blas Cambrian Taste Trail interactive food guide.

Featuring over 200 food and drink experiences that range from tasty producers and unique food tours through to ancient farmers markets and hip festivals, we're to be included as one of the food and drink highlights of The Cambrian Way.

The Cambrian Way, which forms part of Visit Wales's family of three national routes, is the main gateway between the north and south of the country, and zig-zags its way down the spine of Wales from the delightful seaside town of Llandudno all the way to Cardiff in the south.

Take a look for yourself at some of the weird and wonderful tastes for yourself and try your own Cambrian Way food journey:

**[www.visitwales.com/inspire-me/wales-way/cambrian-way/unmissable-experiences-along-cambrian-way](http://www.visitwales.com/inspire-me/wales-way/cambrian-way/unmissable-experiences-along-cambrian-way)**

# Want to know more?

**Blas Cambrian Taste Trail\_Toolkit**

[www.visitwales.com/inspire-me/wales-way](http://www.visitwales.com/inspire-me/wales-way)  
@thewalesway

