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Wales' growing "foodie" reputation proves a hit with event organisers

The team behind the in-construction International Convention Centre Wales in Newport is putting Welsh cuisine at the forefront of its bid to attract global business meetings and events to the country.

A new report from ICC Wales – “Leading the Way: Food for Thought” – concludes that when it comes to feeding event delegates from all over the world with nutritious, locally sourced food, it's advantage Wales.

The report highlights a winning combination of natural Welsh pride in its increasingly world-class cuisine and Wales' rich natural larder of fish, lamb, beef and speciality dairy produce. It concludes that Wales leads the way in organic and sustainable food, as well as playing host to an increasing number of popular, smaller scale, artisan outlets that are quickly developing global reputations.

ICC Wales is making the most of the country's reputation as a foodie destination by developing its own culinary idea of “Mind, Body and Soul”. The idea draws on food science to produce menus for conference delegates that will help to keep their minds sharp and sustain energy levels during talks, networking events and gala dinners.

ICC Wales Venue Director, Nancy Mollett, said: “Combining a warm Welsh welcome with world class quality cuisine, we select the finest local ingredients and superfoods which not only taste delicious but also boost alertness and energy levels, general wellbeing and overall good health. When we open ICC Wales next year we will have 1,250 sqm of state-of-the-art, flexible kitchen space. This will allow us to cater for all kinds of events with all sorts of demands involved in feeding up to 5,000 delegates at a time. We are getting fully prepared for the rising expectations of event organisers and delegates and we know how important it is to a successful major meeting that we deliver great food, seamlessly. Fortunately, Wales has a growing reputation for culinary excellence and more people associate Wales with natural sources of food and drink than anywhere else in the UK.”

The report is being launched this week as the ICC Wales team and other Welsh businesses look to secure more national and international events business for Wales at the Meetings Show in London's Olympia. Wales' presence at the Meetings Show will include a reception for event buyers featuring an opportunity to sample Welsh whisky, gin, beers and ciders as well as a selection of Welsh food from speciality cheeses to Welsh fudge, crackers and chocolates. "Leading the Way – Food for Thought" is available from the ICC Wales website – http://www.iccwales.com/media/1359/foodreport_web.pdf

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Notes to editors

An £83.7m joint venture between Celtic Manor and Welsh Government, when it opens in 2019 ICC Wales will accommodate 5,000 delegates and includes a 4,000sqm pillar-free main hall, a 1,500-seated auditorium, 15 flexible meeting rooms, a double-height glass atrium and a 2,500sqm outdoor plaza.

ICC Wales is managed by Celtic Manor's expert leadership team responsible for the successful delivery of the 2014 Nato Summit and the 2010 Ryder Cup. Opening in 2019, the ICC Wales is located within the grounds of the Celtic Manor Resort in Newport just two minutes from the M4.