



CIGYDD O  
GYMRU



Scottish Federation of Meat Traders  
100<sup>th</sup> anniversary AGM  
18<sup>th</sup> November 2018

[www.edwardsofconwy.co.uk](http://www.edwardsofconwy.co.uk)



## THE ORIGINAL BUTCHERS SHOP 1983







## THE ORIGINAL BUTCHERS SHOP CIRCA. 1987





# THE BANK BUILDING CIRCA. 1994







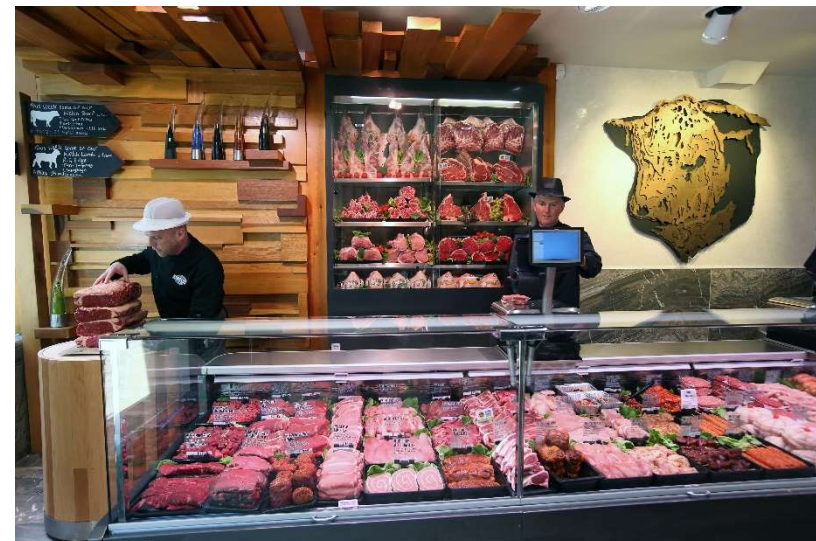
## 2014 SHOP REFURB



Overall UK  
Winner 2014



Welsh Winner  
2015, 16, 17 ,  
18









## BANGOR PRODUCTION SITE



- New Site purchase in Bangor completed Nov 17 - Additional 15k SQ Ft
- 8 Phase Investment plan to target £25m Revenue growth over next 5 -10 years







## INVESTMENT IN PRODUCTION EFFICIENCY







## INGREDIENTS & QUALITY



- Award Winning Recipes
  - PGI Welsh Beef
  - Welsh Apples, Leeks & Honey
  - Red Tractor Pork Shoulder







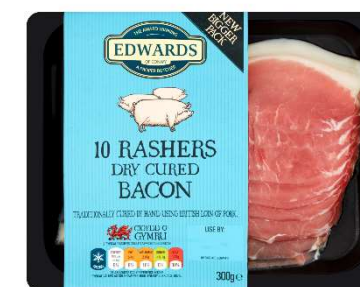
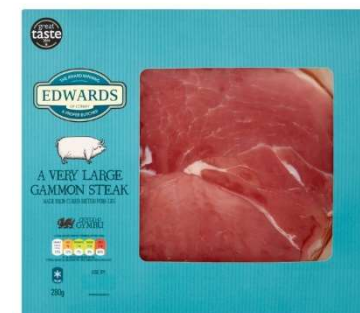
## INGREDIENTS & QUALITY







# PRODUCT RANGE







## PRODUCT IN STORE







## BILINGUAL TV ADVERT





## ALTERNATIVE ONLINE MARKETING



We teamed up with Wales online to create a new recipe video which reached a total of 113,000 consumers.





## MARKETING STRATEGY



Our latest Marketing KPI's show that **we've had a 21% increase in Brand Awareness this year, 40% of the total Welsh population are now aware of the Edwards of Conwy brand**, which puts us on track within our Marketing strategy and end goal of 45% Brand Awareness by the end of 2021.





## RECENT ACTIVITY



- We conduct around 20 instore sampling days per month to encourage trial amongst new customers.
- We supported international film festival “The Iris Prize”... our advert was played in cinemas across Cardiff to thousands of attendees.
- Heart South Wales celebrated the launch of our new bigger packs of bacon in a Welsh themed “Bring Home the Bacon” competition.
- We took over the homepages for Heart South Wales & South west Wales (which get 776,000 impressions a week), directing people to our Instagram page for further engagement.
- We targeted Welsh Foodies by showcasing the brand at Newport Food Festival and with sponsorship of the Farming tent at Conwy Food festival alongside The Farmers Union of Wales.
- We sponsored several great community causes throughout the year, both locally and throughout Wales.

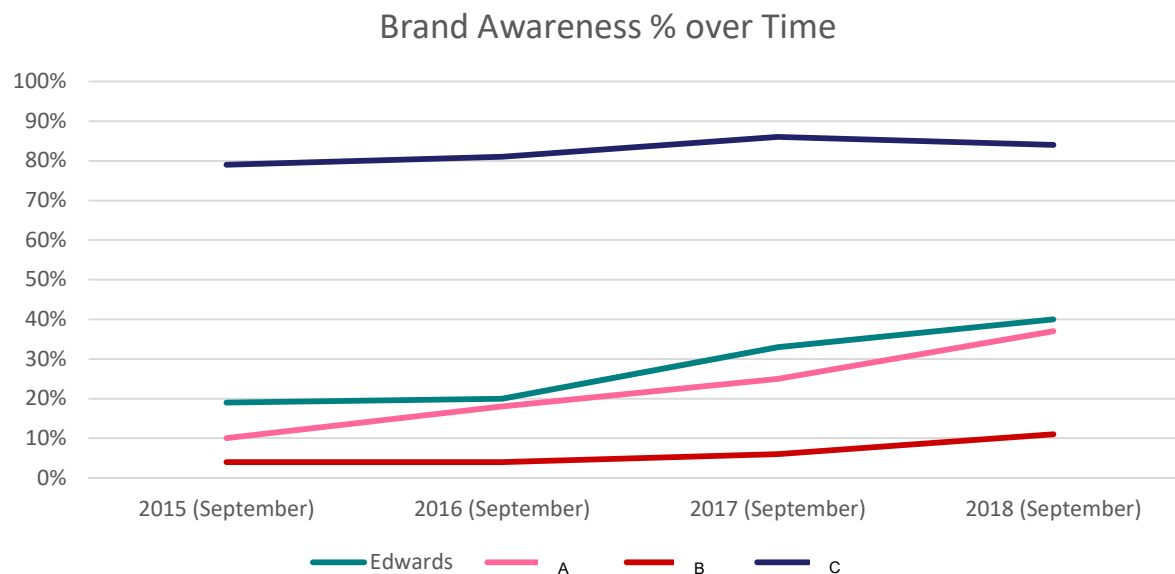




# BRAND AWARENESS



	Edwards of Conwy Brand Awareness					
		Region				
	Total Brand Awareness	North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & South East Wales
2015 (September)	19%	41%	13%	10%	14%	13%
2016 (September)	20%	43%	9%	13%	11%	17%
2017 (September)	33%	54%	31%	29%	24%	24%
2018 (September)	40%	64%	31%	26%	27%	42%



- Professional research methodology, representative sample of the adult population in Wales.
- Steep incline of YOY % Increase in brand awareness Autumn 2016 when our first fully integrated campaign went live.
- Regional Breakdown forms the basis for future marketing focus.



# FULLY INTEGRATED MARKETING COMMS.



Edwards of Conwy  
@WeAreEdwards

For your chance to #Win this fabulous family size Hamper Follow us @WeAreEdwards & RT T&C's: edwardsofconwy.co.uk/twitter 2016

Radio Campaign in area with lowest Brand Awareness.

Targeted Social Media Campaigns

Fully integrated TV campaign with Outdoor, online and instore support

radio pembroke

In store Samplings throughout the north west and Wales

In Store POS to Carry creative through the line and maximize on-shelf recognition

Many Recipes added to updated website – New recipe cards with coupons issues for key products

Regular Seasonal competitions to engage and reward customers,

Thousands of Samples given out at food and agricultural shows

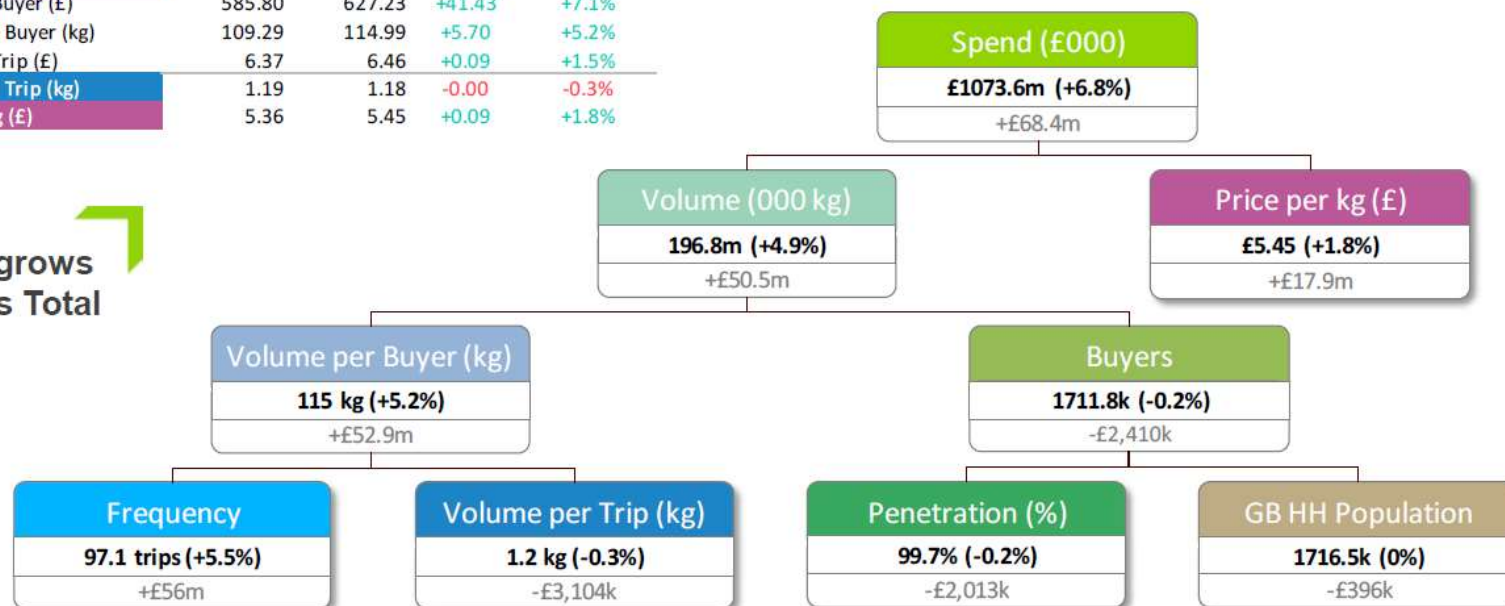


Frequency contribution is greater in Total Wales, with shoppers now making +5.5% more purchases over the year.

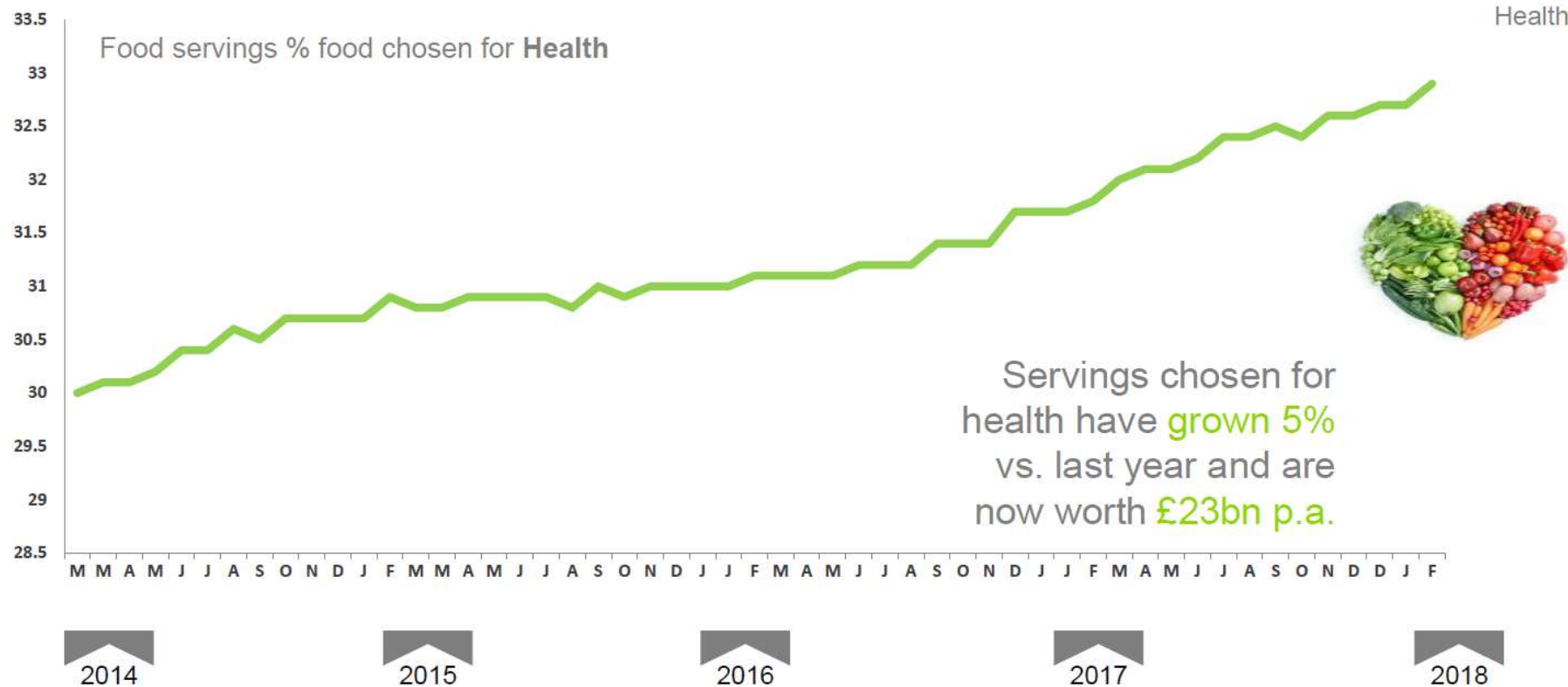
Measure	52 w/e 01 Jan 17	52 w/e 31 Dec 17	Change (Actual)	Change (%)
Spend (£000)	1,005,188	1,073,553	+68,365	+6.8%
Volume (000 kg)	187,540	196,817	+9,277	+4.9%
Penetration (%)	99.93	99.72	-0.20	-0.2%
Frequency	91.98	97.08	+5.10	+5.5%
Spend per Buyer (£)	585.80	627.23	+41.43	+7.1%
Volume per Buyer (kg)	109.29	114.99	+5.70	+5.2%
Spend per Trip (£)	6.37	6.46	+0.09	+1.5%
Volume per Trip (kg)	1.19	1.18	-0.00	-0.3%
Price per kg (£)	5.36	5.45	+0.09	+1.8%



Total Grocery grows  
at +3.1% across Total  
GB.



## Health as a reason for food choice continues to grow







THE FUTURE



# THE IMPOSSIBLE BURGER

It's here. A delicious burger made entirely from plants for people who love meat. No more compromises. Ready for an introduction?





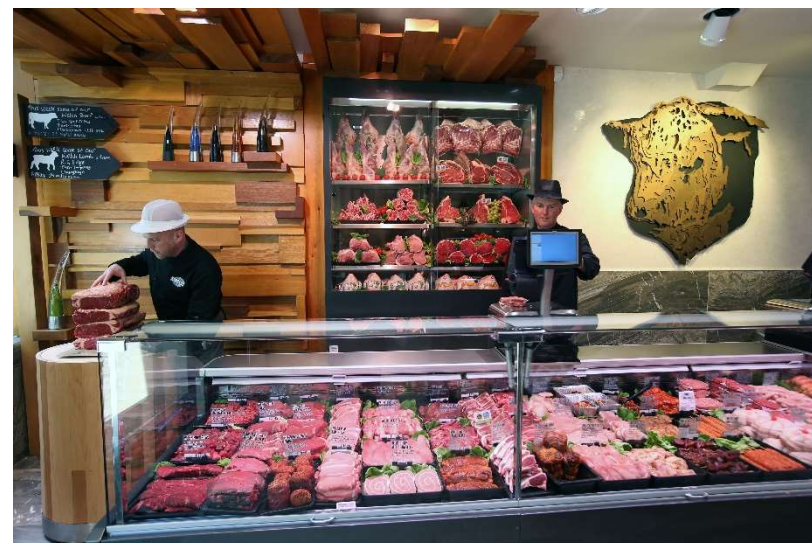
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Thank you  
Diolch yn Fawr