



October 2016

Dear ,

ATISN 10815 Great Taste Awards 2015/16

Thank you for your request which I received on 4 October 2016 regarding:-

- How much money has the Welsh Government given to the Guild of Fine Food for the years 2015 & 2016?
- What proportion of this is targeted specifically at the Great Taste Awards?
- What were the Welsh Government's objectives in giving money to the Great Taste Awards?
- How were the Welsh Government's objectives achieved?
- How were the Welsh Government's objectives measured?

The information you requested is below.

How much money has the Welsh Government given to the Guild of Fine Food for the years 2015 & 2016?

What proportion of this is targeted specifically at the Great Taste Awards?

The Guild of Fine Food has received £49,080 from the Welsh Government for the years 2015 and 2016 with £4,800 targeted specifically at the Great Taste Awards, see below.

2015/16	£44,280	19/04/15	Hosting Great Taste judging of Welsh entries
2015/16	£ 2,400	29/06/15	Sponsorship for 2015 Awards
2016/17	£ 2,400	08/04/16	Sponsorship for 2016 Awards

In June 2015, the Welsh Government hosted the judging of Welsh entries over a three day period at the St David's Hotel, Cardiff Bay. The judging, which was arranged and staged by the Guild of Fine Food, hosted up to 70 judges including food writers, bloggers, chefs, producers and buyers.

What were the Welsh Government's objectives in giving money to the Great Taste Awards?

The overall objective in sponsoring the awards and hosting the judging of the Welsh entries in 2015 was to further raise the profile and awareness of the range of highly innovative, quality and great tasting food and drink produced in Wales.

How were the Welsh Government's objectives achieved?

Our objectives were achieved by inviting the press and media to the judging; having journalists and food critics visit Wales; undertaking case studies of previous winners; issuing press notices; and through social media, national and regional print.

How were the Welsh Government's objectives measured?

In supporting the above elements of the Great Taste Awards, we have been able to raise the profile of Welsh successes in the awards. More than 4.5 million people were reached through online and print coverage, measured using print and online circulation figures and radio listening-ship figures.

The Great Taste Awards website, has on average 7,500 visitors per calendar month, and featured our Welsh winners. The Guild of Fine Food promoted the Judging in Wales through their social media channel, @guildoffinefoods with 18,500 followers, and also through press notices.

If you are dissatisfied with the Welsh Government's handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Government's Freedom of Information Officer at:

Information Rights Unit,
Welsh Government,
Cathays Park,
Cardiff,
CF10 3NQ

or Email: FreedomOfInformationOfficer@wales.gsi.gov.uk

Please remember to quote the ATISN reference number above.

You also have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.

Yours sincerely