

taste.blas

MAGAZINE



Celebrating great food and drink in Wales

taste. blas

WE LOVE FOOD AND DRINK. WE LOVE WALES.

Taste. Blas Magazine, the first and only magazine dedicated to food and drink in Wales, combines the two, in a joyous celebration of the wonderful food and drink and epic landscape Wales has to offer.

More people appreciate great food and drink than ever before, whether at home or dining out. And Wales produces some of the best food in the world. Our mission is to spread the gospel about Welsh grub and encourage readers, both consumers and trade, to buy Welsh produce, to explore and dine in its restaurants, drink in our pubs and bars, happy in the knowledge that they're experiencing the best food and drink this beautiful, bountiful and buzzing country, and its amazing artisans, has in abundance.

CONTENT



Created by the company behind RedHanded magazine (Wales' largest circulating, and longest established, premium lifestyle magazine), and edited by renowned food writer Lowri Haf Cooke, **Taste. Blas** magazine is published quarterly and celebrates Welsh Food and Drink in all its forms, covering everything foodies in Wales and beyond will want to read about.

All aspects of food and drink **will be** covered – fine dining to comfort, meat and fish to vegan, traditional Welsh/British food to world cuisine, dairy, baking, craft ales, sparkling wines, artisan honey and preserves and so much more. Whether eating in or dining out, if it's great quality and has a Welsh spin to it, Taste. Blas magazine will cover it.

Taste. Blas magazine also tells the stories behind some great Welsh products and the passionate individuals that

produce them, interview chefs making a name on the Welsh food scene and beyond and review produce, equipment and restaurants. There'll also be guides on what to buy and where, recipes and advice on techniques. Part of our mission will be to encourage readers to try new approaches, new products be more adventurous in what, and where they eat and drink – with an emphasis on food and drink that's local, healthy and ethically produced.

We'll even look at how to turn a passion for food into a business and offer advice and news for start-ups and more established businesses. With all this content, **Taste. Blas magazine** will not only appeal to food and drink loving consumers, it will also be essential reading for chefs/restaurateurs, trade buyers and managers looking to keep up to speed with all the latest and best Welsh produce, news and advice.



Circulation and Distribution

The bulk of **Taste. Blas** magazine's circulation is distributed free across Wales (CF, NP, SA, LD, LL, SY postcodes) through outlets frequented by consumers who love food and drink. Specifically, restaurants, cafés, bars, gastro pubs, hotels, deli's, patisseries, food and drink retail, farm shops, artisan bakeries, upmarket bars, wine merchants, events (inc. food festivals, trade expo's), cookery schools, visitor information centres, travel hubs etc. Print-run is 12,000 rising to 15,000 by the end of the first year, giving it a circulation higher than most general lifestyle magazines in Wales.

Because much of what we write about will also be relevant to the trade, in addition to distributing through restaurants and retailers, we'll also make sure the magazine is available at food and drink industry events and trade missions, at home and abroad and post it to food and drink buyers in the UK and overseas.

Design

How **Taste. Blas** magazine looks is crucial to its appeal. Design is light, airy and contemporary, allowing readers to easily digest content and fully appreciate imagery. Food should look great. How many times have we seen online food reviews or magazines with poor production values publish lacklustre, unflattering food images?

Imagery is professional and visually stunning and **Taste. Blas** magazine uses a coated, gloss paperstock to bring out the best in the photographs used ensuring imagery is sharp, bright and beautiful. Text has a light and airy feel and we let pictures do the talking wherever possible.

Wonderful Welsh

VICKY NORTH CELEBRATES A REVIVAL IN WELSH COASTAL EATING

marine fare

Our strong, Welsh coast line teams with marine life and has a long heritage of drawing bounty from the sea. High in protein and generally sustainable, seafood ought to be our daily food of choice. Yet for many, it's not. When did we fall out of love with our national catch and how can we haul it back onto our dining tables?

Seafood has traditionally been big business for Wales, but by the 1960s, fish stocks such as herring had fallen away due to overharvesting. Grappling with rising costs and legislation, fisheries went into sharp decline and with them went our appetite for coastal fare.

The good news is that the herring are back. Stocks are once again buoyant. But boats in our harbours no longer paddle for space. Articulated lorries park at our quaysides and are loaded with tonnes of live crab and lobster, destined to be shipped overseas. Welsh produce travels. Spain, Portugal and France enjoy our spots and more recently China. "Truth is," says Mandy Walters, owner of Cardigan Bay Fish (www.cardiganbayfish.co.uk) and seafood entrepreneur, "If you're on holiday in France and

visiting a local market, the live lobster and crab you see for sale in the tanks are most likely to be from our Welsh shores. The average French householder is more likely to know how to prepare it than we are."

Mandy is on a mission. "It's all about education," she says, bustling around her production shed, clad in a blue plastic apron. "More people need to know what we have from our coast and we need to make things accessible." Behind her, a red-roofed stall is full of fresh, labours hot in the fresh air. A giant pressure cooker packed with live crab is rapidly boiling its contents through to their final moments.

"I don't refer to myself as a fishmonger," says Mandy, who sells her produce at a weekly market in St

Dogmade, "I simply prepare the catch as it comes in." A family business, Mandy's husband Len and son Aaron are fishermen and cast their nets on Cardigan Bay. The offerings are seasonal, local and incredibly fresh. "It depends on the tide and weather," says Mandy. "Sometimes we'll have pollock, mackerel or seabass. The prawns arrive in November but further up the coast off Aberystwyth, you'll see them a month earlier as it takes time for them to make their way down the bay." Picture a shimmering, headland of shellfish, wriggling and glistening their way down the Welsh coast. "Lobster and crab are more reliable," says Mandy. "And caught all year round."

Mandy's favourite fish is sevin, caught from the river Teifi. Tasty and full of character. Coracles are small, circular one-person boats which date back to pre-Roman times. Len and Aaron hold one of just eight licences on the river. Teifi and work late at night to catch sevin which are prized for their rare status and firm, deep-cinnamon flesh. West Wales Coracle Caught Sevin is one of 15 Welsh products to have the coveted European Union Protected Food Name status, along with Anglesey sea salt, Carmarthen ham and Welsh lamb.

Where there is water, there is fish

Further up the coast on the Menai Strait in North Wales are David Evans and Robin Hodgson, founders of Michelin recognised, Welsh seafood dining group, Dylans (www.dylansrestaurant.co.uk). David tells me how Dylans, now three restaurants strong, began seven years ago. "We sat on the footings of our new building in Menai Bridge and looked out over the Strait," recalls David. "It occurred to me, where there is water, there is fish." The menu was born, offering locally sourced oysters, scallops, lobster and crab. "The economy has been really fragile for our fishing community as wholesale prices haven't gone up in over 25 years," says David. "I believed we could offer a life line as I spoke to my kitchen team and said we need to help Sains stay out on the water." Sains Williams from Porth Cefnion supplies the restaurants with lobster and crab. David's team created the Llyn Peninsula Crab Cake and it is now a menu staple. David pays his suppliers well and says, "We give the fishermen an extra pound per kilo for produce. It works because we secure our supply and help our producers. It's hard, dangerous work and you've got to respect that." David is also driving demand for sustainable mussels. "Menai mussels are flushed twice a day by the tide and are of exceptional quality," says David. "We cook them in Welsh cider cream and tarragon and they're one of our most popular dishes."

Shellfish make sense. "We're living at a time when food production is placing huge pressures on our environment," says Sharm Krjnen, supplier of mussels and oysters to Dylans and owner of Menai Oysters (www.menai-oysters.co.uk). "We've encouraged to eat less meat and more plants and yet no-one is talking about shellfish. Oysters and mussels are efficient and create quality protein, high in omega three for basically no input on the part of the farmer. I don't have to water or feed my cows."



www.taste-blas.co.uk

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Advertising

Taste. Blas magazine inspires lovers of food and drink to buy Welsh produce, eat and drink in Welsh eateries and want to cook amazing food. Whether it's wonderful salt marsh lamb, spectacular heather honey or a thirst quenching craft ale, or one of an increasing number of Michelin starred restaurants, Wales as a producer and as a destination for foodies is second to none. We just need to shout about it. Which is precisely what **Taste. Blas**, the only magazine dedicated to all things food and drink in Wales, does.

Our message is simple. If you sell to lovers of food and drink in Wales, or to the trade, you need to advertise in Taste. Blas magazine. For more info call Paul on 029 20190224

Advertisement rates

Prices quoted are per insertion and plus VAT

Display

Positioned in the first 60% of the magazine and with a guaranteed ceiling on the number of ads in the section. Essentially you pay a small premium to advertise in a section that is predominantly editorial.

	x1	x2	x3	x4
IFC Double page spread (DPS)	£2295	£2155	£2015	£1875
Inside Front Cover, Opposite contents, First Right, Outside Back:	£1255	£1170	£1085	£995
DPS pre-contents, First DPS colour	£2095	£1945	£1795	£1645
DPS, colour	£1895	£1755	£1610	£1465
Full page, colour	£1045	£970	£895	£820
Half page, colour	£625	£580	£535	£485
Quarter Page, colour	£320	£295	£270	£245

Sponsorship and advertorial

A number of options are available – please call for details and prices.

Classified

Column based ad section placed towards the rear of the magazine. Four columns per page at £20 per column centimetre with a minimum size of 5 column centimetres.

Copywriting, design and print services

We also undertake all aspects of contract publishing and, thanks to our excellent contacts, can provide a better quality product at a lower price. If you need promotional literature or a periodical of any kind call to find out how we can help

To book an advertisement or to obtain further information call Paul Mulligan on 029 2019 0224

Mechanical data

Copy requirements

Adverts should be supplied in the following formats in order of preference:

- Hi-res PDF (2400 dpi) with fonts embedded, and trim/registration marks
- Photoshop JPEG

Please ensure that:

- All imagery is within cmyk colour space
- Image resolution is at least 300dpi
- Total ink coverage does not exceed 300%
- Composite file not separated

All advertising subject to Conroy Media terms and conditions (available on request).

A visual or contact proof should accompany files if content or colour comparison is required.

Method of supply:

- E-mail to sales@conroymedia.co.uk

All material to be supplied by copy deadline, format as above. Advertisements requiring preparation or modification will be charged to the advertiser at a price notified before publication.

Advertisement sizes

Trim size	297mm x 210mm
Bleed	303mm x 216mm
Double page spread	303mm x 426mm
Half page horizontal	128mm x 190mm
Half page vertical	265mm x 90mm
Quarter page vertical	128mm x 90mm
Classified column width	42.75mm
2 columns	90.5mm

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