Gorau Môn
Best of Anglesey
Who are we?

• 65 members and growing
• Food and drink producers, retailers, restauranteurs, guides, events caterers, festivals, Menter Môn, Food Technology Centre and other interested people
• All signed up to a Local Food Charter and minimum quality standards
• All committed to promoting the island of Anglesey as a quality food destination
What have we done this year?

• Encouraged new members
• Produced a leaflet (map and guide)
• Good online presence with our bilingual website www.goraumon.com, Twitter @GorauMon (860 followers) and Facebook Gorau Môn-Best of Anglesey (2,854 likes), run by Wyn of Aqua Marketing and funded by a grant facilitated by IOACC and financed by VisitWales
• Food slams
• Workshop funded by LEADER, facilitated by Menter Môn and led by Professor John Lennon to identify actions to grow Anglesey as a food destination
What are we going to do next?

Draft action plan currently out for consultation by our members to look at:

- Joined-up food and destination branding for Anglesey
- Embedding digital marketing and social media in our businesses
- Collaborative marketing; Anglesey Ambassadors
- 100% Anglesey sourced
- Co-products developed for sale on and off the island
- Build on the success of our Food Slams
- On-island distribution
How can we help?

• Remember that Anglesey is an experience, not a product
• Sign up to use ONE logo across all branding
• Use Anglesey produce wherever possible (and tell us what you can’t find so we can try to source/grow/make it for you)
• Join Gorau Môn and take part in its activities
• Always keep in mind that we are TEAM Anglesey; our combined role is to attract visitors here, keep them longer to do more (and spend more money) and give them a reason to come back sooner