



LONDON WELSH LAMB CLUB

Background

The London Welsh Lamb Club (LWLC) brings together; restaurants, bars, suppliers, caterers and butchers in the London area, which either supply or serve Welsh Lamb. The club is backed by Hybu Cig Cymru – Meat Promotion Wales and has been formed to help develop awareness of, and demand for, Welsh Lamb in the capital.

The provenance of food has become increasingly important in the last few years and Welsh Lamb's Protected Geographical Indication (PGI) status helps to reassure consumers that Welsh Lamb is a product of genuine origin and quality. The proximity of Wales to London also enables regular and plentiful supplies of Welsh Lamb into the market.

Benefits of Membership

Joining LWLC is FREE to all restaurants, hotels, gastro pubs and caterers. Those joining will benefit from increased visibility and patronage through public relations exposure and also from Welsh Lamb brand advertising.

In addition restaurants will receive the following benefits:

- Inclusion in LWLC member listings on the EatWelshLamb.com website.
- Inclusion in specific promotion material aimed at Welsh people in London, visitors from Wales and in-coming tourists from Europe, USA etc.
- Participation in Masterchef seminars hosted by prominent chefs.
- Chef/owner related meat information material from HCC on origin, seasonality and the different styles of Welsh lamb according to the season and origin.
- Promotional gifts for proprietors and staff eg. tickets to London-Welsh rugby matches.
- Competitions for staff with attractive prizes.
- Possibility of high profile Welsh visitors and attendant publicity

The LWLC logo will be available to all members for use on their menus, promotional materials and web sites. In house promotional material such as tent cards can also be supplied by LWLC.

Qualification Criteria – Restaurants

- Must use Welsh Lamb on their menus during six months of the year, particularly when it is seasonally best.
- Must state on the menu it is Welsh lamb. The specific origin if genuine and known can also be stated – such as Snowdonia Mountain lamb, or Laugharne salt marsh lamb.
- In sporadic checks, restaurants will be asked for the name of their supplier (plus invoice evidence from the supplier) and possibly to supply sample menus that feature Welsh lamb.

Qualification Criteria – Butchers & Caterers

- Butchers must stock Welsh Lamb 'regularly' throughout the season.
- Catering companies must list Welsh Lamb on some of their menus as appropriate throughout the season.



LONDON WELSH LAMB CLUB APPLICATION FORM

Name of Restaurant:

Name of Chef:

Other Contacts:

Address:

Postcode:

Telephone:

Mobile:

Email:

Website:

Number of covers (app):

Meat supplier – contact name - telephone

Do you use any other Welsh produce?

Y/N

Details.....

Do you agree to:

Receive LWLC information updates via post or email

Y/N

Appear within the LWLC member listings on eatwelshlamb.com

Y/N

Supply the names of two of your speciality lamb dishes

Y/N

Supply recipes for LWLC Promotional Brochures, Websites etc

Y/N

Supply invoices from your Welsh Lamb supplier

Y/N

Signed

Date

Signed for LWLC



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