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Bakery hopes orders for new product will roll in

A FAMILY-RUN bakery is looking to drive UK-wide sales of its new artisan bread.

Popty Cae Groes, based at Bethesda, Gwynedd, has launched its new product with support of Manufacturing Advisory Service Wales.

The bread is baked from a blend of naked barley and wholemeal flour. Naked barley is husk-free, and has health-giving properties as the grain is rich in nutrients.

The product reached the finals of the True Taste Awards 2008 for its outstanding flavour and texture.

The naked barley was developed as part of an EU-backed project aimed at helping farmers in the region to diversify – with support from Bangor University, Gwynedd Council, and BIC Innovation.

Popty Cae Groes has been baking bread and cakes from its premises in Llanllechid on the outskirts of Bethesda for more than 100 years, and has collected UK-wide Guild of Fine Foods gold awards for its mince pies and bara brith.

Director Marian Williams said:

“We spent a year perfecting the flavour of our new barley bread, and are now delighted with its rustic taste and texture.

“MAS Wales support has been invaluable in helping us to bring a speciality bread to market, and slotting the new line into our current production processes.

“Niche products are an important aspect of the bakery’s profitability, and we now feel in a position to introduce further lines.”

Richard Elmitt of BIC Innovation, MAS Wales delivery partner in North Wales, said: “This is a prime example of a multi-partner approach that has led to the development of a product that will provide maximum benefit to the local economy.

“Ultimately the naked barley crop will be grown, milled processed, baked and sold from North Wales – with a supply chain that’s entirely located within a 15-mile radius.”

Popty Cae Groes sells its bread and cakes to supermarkets and selected outlets throughout the UK.





CREAM OF THE CROP: Gwyn and Marian Williams, owners of Popty Cae Groes, in Bethesda with their artisan barley bread