



**PRESS RELEASE**

**3rd FEBRUARY 2017**

### **CELTIC PRIDE WELSH BEEF HEADS EAST IN SINGAPORE DEAL**

Discerning diners in the Far East will soon be tucking in to premium Welsh Beef following the first shipment of Celtic Pride Welsh Beef to Singapore.

The Celtic Pride Premium Beef Scheme was launched in 2003 by Castell Howell and has grown to become Wales' leading independent beef brand to the catering sector.

The scheme is a partnership including The Welsh Livestock Company, Wynnstay Group and Castell Howell Foods, with beef from its network of Welsh farms processed at Castell Howells' £5m state-of-the-art Celtica Foods butchery in Cross Hands.

Working with catering butcher and exporter, Direct Meats in Colchester, and processing partner Celtica Foods at Cross Hands, prime cuts from between 10 and 20 cattle per month will be forwarded to top restaurants in Singapore through distributors ADirect.

Said Celtic Pride Premium Beef Scheme manager, Gareth Evans, "We are encouraged that premium Welsh Beef can supply a premium market in Singapore.

"Our bespoke procurement and further processing service ensures that cattle meet the high standards for this export market.

"Direct Meats in Colchester have been developing overseas sales for a number of years and we are proud to feature in their portfolio of quality beef. We will continue to focus on this market and look forward to increasing the volume of cattle supplied."

The first customers to enjoy the Celtic Pride Welsh Beef will be at two restaurants; CUT by Wolfgang Puck and Bread Street Kitchen by Gordon Ramsay, which are both at the exclusive Marina Bay Sands resort.

The menus will highlight the Welsh provenance of the beef as well as its attributes of being grass fed and the high welfare standards of production.

“This is a great start to the year for Celtic Pride, they have selected certain breeds for this market including Welsh Black, Hereford, Angus, Highland, and Dexter,” said Martin Blackwell, managing director of Direct Meats.

“We have worked closely with Castell Howell, and Cross Hands abattoir Cig Calon Cymru, to ensure that the cutting plants are registered with the Singapore Agri-food & Veterinary Authority, and this first shipment is the realisation of all those efforts.”

**Ends.**

## **NOTES TO EDITORS**

### **PHOTO CAPTIONS:**

**PIC 1:** Celtic Pride Welsh Beef will be served at top restaurants in Singapore.

**PIC 2:** The Celtic Pride Premium Beef Scheme team (left to right) Gareth Evans (Celtic Pride Manager), Howell Richards (Director), Gareth Davies (Director), Ed Rees (Director and Supplier), Tim Rowe (Director), Edward Morgan (Celtica Foods Managing Director).

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## **About Celtic Pride**

Celtic Pride is Wales' leading beef brand to the hospitality and foodservice sector.

A collaboration between The Welsh Livestock Company, Castell Howell Foods, Wynnstay Farmers and Aberystwyth University, it currently processes beef from up to 85 farmers, processing an average of 75 - 85 cattle per week via three abattoirs and Celtica Foods, to reduce distance travelled, improve animal welfare that ultimately produces top quality beef.

Carrying the coveted European designated Protected Geographical Indication (PGI) status Celtic Pride beef is produced and processed in Wales under a strict protocol that follows best practice in production, procurement and processing. Premium Beef primals are matured for up to 21 days to ensure consistency, great flavour and quality.

Supporting best practices in beef farming, it sets high standards for traceability, animal welfare and keeping food miles low by using a network of local abattoirs.

