

Invitation to Quote:

Welsh seafood business case studies and recipes



Context

A key action within the [Wales Seafood Strategy](#) is to promote the quality, provenance and sustainability of Welsh seafood products to enhance the reputation of the Welsh seafood industry and improve access to markets. In order to support this action, industry requires high quality marketing and promotional material that can be used in multiple formats.

Seafish are commissioning the development of at least 10 Welsh seafood business case studies and associated recipes that showcase the quality, provenance and sustainability of locally-sourced seafood products, to support Welsh industry marketing and promotion activities under the Wales Seafood Strategy. Recent Seafish Northern Ireland projects that created [business case studies](#) and [recipes](#) in collaboration with local seafood businesses have demonstrated the value of this type of content in raising the profile of local industry and businesses and providing authoritative information for use by local media.

Key requirements

To deliver high quality content for at least 10 Welsh seafood business case studies and associated seafood recipes.

Please note that Seafish will identify and provide contact details for the businesses to be invited to take part, and the design, layout and printing of the case studies and recipes will be undertaken by Seafish.

The required content of each seafood business case study will include:

- All case study text, including Welsh translation, supplied in word document format. Estimate approx. 500 to 600 words per case study.
- Complementary, high quality photography of business (people, premises, activity) and products supplied as high resolution jpg files suitable for print with full copyright for reproduction by Seafish. *A more detailed photography brief to be agreed on award of contract.*
- Business logo supplied in a suitable high resolution format.
- N.B. The final business case studies will be produced as two-sided A4 digital and printed documents.

The content of each Welsh seafood recipe card will include:

- Short business and recipe introduction, including Welsh translation, supplied in word document format (recipes to be developed in collaboration with seafood business and local well-known chefs wherever possible).
- Recipe ingredients (to include at least one locally-sourced seafood ingredient from the business's product range), method, preparation and cooking times, including Welsh translation, supplied in word document format.
- Complementary, high quality photography of key ingredients and finished dish supplied as high resolution jpg files suitable for print with full copyright for reproduction by Seafish. *A more detailed photography brief to be agreed on award of contract.*
- Business logo supplied in a suitable high resolution format.
- N.B. The final recipes will be produced as two-sided A5 recipes cards and also collated into a small A5 recipe booklet (digital and printed).

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All text will be supplied in word document format to Seafish. To be edited and finalised in collaboration with the Seafish Wales Manager.

All photography and logos will be provided in suitable high resolution formats for multiple uses, e.g. large and small scale printing, webpages, online documents etc.

Wherever possible, recipes will be designed in collaboration with both the seafood businesses featured and well-known local chefs to enhance marketing potential.

Final project requirements will be agreed between the successful supplier and Seafish before the contract begins.

Industry members of the Seafish Wales Advisory Committee have already been invited to be involved in this project. Please see a list of these businesses below. At least three additional Welsh businesses of interest will also be invited, to be agreed with Seafish at the start of the project. All business contact details will be supplied.

SWAC industry members:

- Bangor Mussel Producers
- Castlebay Seafoods
- Mermaid Seafoods
- Penaluna's Famous Fish and Chips
- Selwyn's Seafoods
- Thomas Shellfish
- WM Shellfish

Project timescales

The project is expected to start in March 2017 and be delivered June 2017. Content for certain business case studies and recipe cards will be prioritised for use by industry and / or Welsh Government (with business's permission) at the Global Seafood Expo in April 2017.

Budget: The anticipated budget for this project is approximately £8,000 exclusive of VAT. Design, layout and printing not required.

Closing date for quotes: 01 March 2017. The successful supplier will be notified within a week.

Quote evaluation criteria:

- Ability to deliver, evidenced by track record of successful delivery of similar work.
- Knowledge, experience of and a good working relationship with the Welsh seafood industry essential.
- Cost, based on rates quoted. Must be able to demonstrate value for money.
- Must be able to provide all text in English and Welsh.
- N.B. Quotes should be no more than 3 pages maximum.

Enquiries and quotes to:

Dr Holly Whiteley, Seafish Wales Manager

T: +44 (0)1248 812 038 **M:** +44 (0)7984 561 918 **E:** holly.whiteley@seafish.co.uk

supporting the seafood industry for a sustainable, profitable and socially responsible future

e: seafish@seafish.co.uk w: www.seafish.org