

Food directory 'is a celebration of county's produce'

By Phil Robinson

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WREXHAM'S first-ever food directory was launched at the town's Eagles Meadow shopping centre.

The guide was the brainchild of Caroline Dawson, Northern Marches Cymru's local food project officer, who said the abundance of fine food produced in the county could create a "nine-course meal fit for royalty".

The launch took place at the award-winning fishmonger Tim's for Fish, which also sells a range of complementary produce from the area.

Owner Tim Wooldridge said: "The directory is a superb idea.

"When I opened the shop here I knew I could expand my range of produce and I think local produce is what people want.

"Our customers really do appreciate the locally produced food which comes from just a few miles away and is delivered here in 10 minutes."

Caroline Dawson said: "When we hit upon the idea of developing a directory of food producers in the area we were pretty confident we'd find an abundance of fresh fruit and vegetable producers as well as those of meat and dairy products.

"Anyone who's driven, ridden or walked even slightly off the beaten track will be aware of the number of fantastic quality farm shops we have.

"What did take us by surprise though was the fantastic range of other producers we came across as well – mouthwatering cakes made from home-grown ingredients, wonderful preservers,



■ Launching the Food Directory at Tim's For Fish at Eagles Meadow are, from left, proprietor Tim Wooldridge with food suppliers Gerry Moreton of Seren Foods, Heather Kynaston of Nant Ucha Farm in Garth along with Eagles Meadow Manager Kevin Critchley and Caroline Dawson from Northern Marches Cymru.



Our customers really do appreciate the locally produced food

perfect pies, tasty cheeses and heavenly honey.

"What unites all the producers is their passion for what they do.

"We had the first ever Wrexham Food Festival in 2010 and this is taking things a step further – it will enable people to buy this brilliant produce all year round."

Eagles Meadow manager Kevin Critchley said: "Anything that promotes Wrexham is right up our street and Tim is one of our tenants so this is a marriage made

in retail heaven.

"Celebrating quality produce chimes with what we are trying to achieve at Eagles Meadow."

Cllr Rodney Skelland, Wrexham Council's lead member for regeneration and corporate governance, said: "Celebrity chefs like Jamie Oliver and Hugh Fearnley-Whittingstall have been helping to champion local food in recent years, and we have an abundance of high quality producers in Wrexham.

"These days there is so much more interest in proper honest-to-goodness food – and promoting it like this will generate even more interest and demand, which is good news for the local economy and for local businesses."

For more information about the Wrexham Food Directory go to: www.localfoodfirstwrexham.co.uk.