

# Llangollen & Dee Valley Good Grub Club

The Llangollen & Dee Valley Good Grub Club is a cooperative of local businesses working to strengthen collaboration between local food & drink producers, farmers, the hospitality sector, the retail sector and local education/training establishments. The aims of the group are:

1. To increase the availability & visibility of regional food to the public
2. To improve the quality of local food products and service/hospitality
3. To develop the supply chain for local food products.



## Membership benefits

The Good Grub Club will offer the following membership benefits in its first year:

- Use of the Good Grub Club logo on your marketing materials and website
- A Good Grub Club window decal to celebrate your commitment to food quality and provenance
- Basic listing on the Good Grub Club website (envisaged as an attractive profile listing with map pin, with an option to pay for an enhanced profile listing)
- Notification of local food related events and opportunities such as free/discounted attendance at food safety or business development training courses for a range of employees (e.g. chefs, front of house staff, servers, farm employees, retail staff etc.)
- Networking opportunities through monthly meetings and occasional events (funding dependent) to support supply/distribution of locally produced products
- We also hope to offer opportunities to local young people to gain experience in all aspects of local food production, marketing and sales

Membership costs £45 per financial year, April to March, pro-rated by quarter year. Membership is free for one year to businesses joining within the first 2 years of start-up, subject to Committee agreement.

As the Club grows, we hope to offer some of the following benefits depending on member interests, skills members are able to share, and external funding availability (likely to change by year):

- Listing in a hard copy Annual Food and Drink Guide distributed to public, press and trade
- Regular promotion of your business through the Good Grub Club Twitter account and Facebook page
- Free/discounted access to local food events e.g. Meet the Producer events, local Food Festivals
- Additional training opportunities
- Marketing campaigns with tailored press coverage geared around seasonal produce and events

## Qualifying criteria for member businesses

- To fully support and assist the Good Grub Club in achieving its Objectives (see above)
- All members must be located in the Dee Valley or within 15 miles of its boundary, within Wales
- Farmer/Grower membership applies to businesses that produce food and drink from ingredients or raw materials grown or reared in the specified area.
- Food Producers must be based in the specified area and seeking to source ingredients from the region where possible.
- Hospitality (Hotel, B&B, Café & Restaurant) and Retail membership applies to businesses committed to sourcing and promoting seasonal, local produce from the specified area as part of their business offer
- Members must comply with all relevant Trading Standards and consumer protection legislation and maintain a Food Hygiene rating of satisfactory or above.

# APPLICATION FORM

Company / organisation

## Type of business

- Farmer/Grower       Food Producer       Retail  
 Cafe / Restaurant       Hotel/B&B

## Business address

## Representative 1

Name

Email

Phone

## Representative 2

Name

Email

Phone

Please tick to confirm you meet the following criteria

- The business is located in the Dee Valley or within 15 miles of its boundary, within Wales  
 The business holds a Food Hygiene rating of satisfactory or above  
 The business complies with all relevant Trading Standards and consumer protection legislation  
 The business is committed to producing, using or selling food from the specified area as part of its business offer

## Membership fee

- I enclose the appropriate membership fee (£45 per financial year, April to March, pro-rated by quarter)  
 My business was launched less than 2 years ago and I am applying for free membership for 1 year

Signed

Date

Name of signatory

Job title

Please sign and return form with a cheque for the appropriate membership fee to:

Llangollen & Dee Valley Good Grub Club  
c/o Porters Delicatessen, Market St, Llangollen, Wales LL20 8PS

Cheques should be made out to "Llangollen & Dee Valley Good Grub Club". You can also bring the completed form and payment to any Club meeting. To pay electronically, please follow this link

<https://pay.gocardless.com/AL0000V2EPZ52N>