

seafish

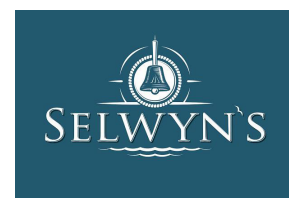
Local
seafood
heroes

Selwyn's Seafood

Richard Burton once described Laverbread as 'Welshman's Caviar' and for three generations, the Jones family has been processing and selling the famous seaweed and local shellfish throughout South Wales and beyond.

It is more than 70 years since a teenage Selwyn Jones began gathering cockles and laver seaweed from the Gower estuary sands to sell at Swansea Market and when compensation from a war-time accident enabled Selwyn Jones to buy a van, Selwyn's Seafood was born.

The cockles and seaweed he and his wife Linda would gather were sold around the Welsh valleys, with Selwyn marking his arrival by ringing a bell – an image of which has been included in the company's new branding.



As the business grew so the first Selwyn's Seafood factory was built in the village of Llanmorlais, where the company remains.

In the 1990s Selwyn's son Brian and his wife Alyson took over the running of the business. They have been followed by their son Ashley and his wife Kate – who have embraced the challenges of the 21st-century seafood industry.

The family's entrepreneurial spirit lives on and Selwyn's Seafood has become an award-winning business, launching innovative products and with plans to harness modern marine technology.

Whilst Laver seaweed is still bought from local gatherers and processed in Llanmorlais before being sold by butchers' shops, delis, and wholesalers, the company recently diversified, launching Selwyn's Seaweed Snacks, tapping into modern consumer tastes.



"People's lifestyles have changed, they are increasingly health conscious and want to be able to eat on the go," says Ashley, who also sources cockles throughout the UK and Ireland for Spanish shellfish company Conservas Dani, in his role as UK purchasing director.

"The Japanese really are seaweed connoisseurs, and love seaweed especially in a dry and roasted form in sushi or as a snack. So, following a trade mission to Japan, we decided to try creating a seaweed snack."

Initially, the final product was imported and sold under the Selwyn's brand, but with increasing sales interest they decided to make their own.

The grade 'A' Nori seaweed used is imported, as a consistent supply of suitable seaweed to make the thin snack 'sheets' the seaweed is not yet available in Wales. However, the company has plans to establish their own, Wales-based supply through the development of an innovative local seaweed farm in partnership with the Swansea Bay Tidal Lagoon.

The sheets are then roasted and packed at Selwyn's Seaweed's purpose built roasting unit which opened at the Salsa accredited site in 2015.

Selwyn's Seaweed Snacks come in two flavours: Sea Salt & Vinegar and Honey & Sesame, and have won a number of awards, including Great Taste Awards. The popular snacks are sold through Selwyn's own online shop, wholesalers, delis, online, and at high-end retailers such as Fortnum and Masons, Partridges, Wholefoods Market, Planet Organic, Ocado, and Selfridges – and have won a number of awards including Great Taste Awards.

Although the heart of Selwyn Jones' original business – Laverbread – remains, the development of Selwyn's Seaweed Snacks has enabled a traditional family-run business to move into a new market and also to enable consumers to enjoy a new seafood experience.

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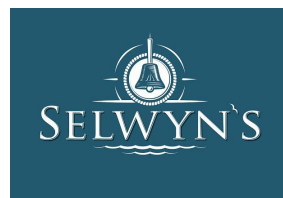
Selwyn's Seafood

Disgrifiodd Richard Burton fara lawr unwaith fel "Caviar y Cymry" ac mae teulu'r Jonsiaid wedi bod yn prosesu ac yn gwerthu'r gwympion a'r pysgod cregyn enwog drwy dde Cymru a thu hwnt.

Mae'n dros 70 mlynedd ers i Selwyn Jones ddechrau casglu cocos a bara lawr o dywod Penrhyn Gŵyr i'w gwerthu ym Marchnad Abertawe pan oedd yn llanc ifanc, a phan brynodd fan drwy iawndal a gafodd yn sgil damwain yn ystod y rhyfel, ganed Selwyn's Seafood.

Gwerthwyd y cocos a'r bara lawr a gasglai Selwyn a'i wraig Linda drwy gymoedd y De a byddai Selwyn yn cyhoeddi ei fod wedi cyrraedd drwy ganu cloch. Mae delwedd o'r gloch wedi'i chynnwys ym mrand newydd y cwmni.

Wrth i'r busnes dyfu, codwyd ffatri gyntaf Selwyn's Seafood ym mhentref Llanmorlais ac mae'r cwmni'n dal i fod yno.



Yn y nawdegau, daeth mab Selwyn a'i wraig Alyson i redeg y busnes. Daeth eu mab hwythau, Ashley a'i wraig Kate i'w holynu ac maen nhw hefyd wedi penderfynu wynebu heriau'r diwydiant bwyd môr yr unfed ganrif ar hugain.

Mae ysbryd entrepreneuriaidd y teulu yn dal yn fyw ac yn iach ac mae Selwyn's Seafood wedi datblygu'n fusnes sydd wedi ennill gwobrau lu, gan lansio cynhyrchion arloesol. Mae cynlluniau hefyd i harneisio technoleg fodern y môr.

Er bod bara lawr yn dal i gael ei gasglu gan bobl leol a'i brosesu yn Llanmorlais cyn ei werthu mewn siopau cigydd, siopau delicatessen a chyfanwerthwyr, aeth y cwmni ati'n ddiweddar i arallgyfeirio, gan lansio Selwyn's Seaweed Snacks, mewn ymgais i ddiwallu chwaeth cwsmeriaid modern.

"Mae ffordd o fyw pobl wedi newid, maent yn meddwl mwy am eu hiechyd ac maen nhw eisiau bwyd sy'n rhwydd ei fwyta", medd Ashley, sydd hefyd yn dod o hyd i gocos o bedwar ban y Deyrnas Unedig ac o Iwerddon i gwmni bwyd môr o Sbaen, Conservas Dani, yn rhan o'i swydd fel rheolwr pwrcasu'r Deyrnas Unedig.



"Mae pobl Siapan yn adnabod eu gwymon yn dda ac maent wrth eu boddau â gwymon wedi'i rostio a sych sydd i'w gael mewn sushi neu fyrbrydau. Felly, ar ôl taith fasnach i Siapan, penderfynom ni geisio creu byrbryd gwymon."

Byddai'r cynnyrch gorffenedig yn cael ei fewnforio a'i werthu gan ddefnyddio'r brand Selwyn ar y cychwyn, ond wrth i'r gwerthiant gynyddu penderfynodd y cwmni fynd ati i greu'u cynnyrch eu hunain.

Mae'r gwymon Nori gradd 'A' yn cael ei fewnforio gan nad oes cyflenwad parhaus o wymon addas ar gael eto yng Nghymru i gynhyrchu'r haenau gwymon tenau. Ond, bwriad y cwmni yw creu ei gyflenwad ei hunan yng Nghymru drwy ddatblygu fferm wymon leol ac arloesol mewn partneriaeth â Morlyn Llanw Bae Abertawe.

Mae'r haenau yna'n cael eu rhostio a'u pacio yn yr uned rostio bwrcasol yn Selwyn's Seaweed a agorodd ar y safle a achredwyd gan Salsa yn 2015.

Mae Selwyn's Seaweed Snacks yn cynnig tri blas: Halen Môr a Finegr, Cnau Coco a Tsili a Mêl a Sesame ac maent wedi ennill sawl gwobr, gan gynnwys gwobr Great Taste. Mae'r byrbrydau poblogaidd yn cael eu gwerthu drwy siop ar-lein Selwyn ei hun, drwy gyfanwerthwyr, siopau delicatessen, ar-lein a thrwy werthwyr ym mhen ucha'r farchnad megis Fortnum and Masons, Partridges, Wholefoods Market, Planet Organic, Ocado a Selfridges. Maent hefyd wedi ennill sawl gwobr, gan gynnwys gwobrau Great Taste.

Er mai gwymon sy'n dal wrth galon busnes gwreiddiol Selwyn Jones, mae datblygu Selwyn's Seaweed Snacks wedi galluogi busnes teuluol traddodiadol i fentro i farchnad newydd ac mae hefyd wedi galluogi cwsmeriaid i fwynhau profiad newydd o fwyd môr.

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