



Press Release
27 August 2010

Creative Cardiffian scoops Official Valleys Ice Cream title for winning flavour

The Valleys – ‘Heart and Soul’ campaign and Rhondda-based ice cream manufacturer, Subzero, has today (28 August) revealed the Official Valleys Ice Cream, Taffy Afal, as it goes into production ahead of the bank holiday weekend.

People from across south Wales submitted over 100 flavour ideas throughout July, from the wonderfully weird ‘Welsh Steak and Rhymney Ale, to the culturally refined, ‘Wimberries and Heather Honey.’

Three flavours, ‘Black Gold’ – chocolate with honeycomb chunks, ‘Pice ar y Maen’ – traditional welsh cake and ‘Taffy Afal’ – apple and toffee inspired by the south Wales Valleys, were shortlisted, produced and sampled at the National Eisteddfod, hosted in Ebbw Vale earlier this month. Votes were registered at the event and through ‘Love The Valleys’ social media channels to select the most popular flavour.

Capturing the imagination and taste buds of visitors, and with 43% of the votes, Taffy Afal, created by 46 year old mum Sue Walker from Cardiff, hit the production line at the Subzero Factory in Rhondda today, and will be distributed to nearly 60 cafés, restaurants and shops across south Wales over the next week.

Sue Walker, from the Heath area of Cardiff, said: “I was holiday in west Wales when I heard the news that I’d won, and I was trying not to jump up and down in case I broke the caravan! I’m absolutely over the moon. It’s not often you can say that you’ve created your very own ice cream.

“When I first heard about The Valleys ice cream competition, I thought of all the flavour combinations that I really like. I love toffee apples, besides from tasting great, they remind me of that feeling you get on a cold, crisp evening on bonfire night outside in The Valleys. For me, Taffy Afal has the feel good factor of walking and generally being in the great outdoors of The Valleys.”

Kevin Jenkins, Managing Director at the iconic Valleys ice cream maker, formerly known as Mr Creamy, said: “Subzero is delighted with the winning ice cream flavour and we’re proud to be producing the Official Valleys Ice Cream. Taffy Afal is innovative and original, it tastes great, and we’re excited for south Wales and beyond to enjoy it and have a taste of The Valleys.”

The Deputy Minister for Housing and Regeneration, Jocelyn Davies AM said: “Traditionally The Valleys area is better known for its heavy industries than for food production, but there are several companies in the area who produce top quality Welsh food and employ many people.

“The suggested new flavours for the competition show the excellent range of ingredients that are available in The Valleys as well as the creativity of the people of south Wales. I congratulate Sue on her victory and look forward to trying the ‘Taffy Afal’ ice cream.”

For a full list of ‘Taffy Afal - The Official Valleys Ice Cream’ stockists*, visit www.thevalleys.co.uk. You can also stay up to date with news from The Valleys by finding Love The Valleys on Facebook or following @LoveTheValleys on Twitter.

Ends

For further information contact: Helen Newton or Elinor Evans at Equinox PR on 02920 764 100, helen@equinox-pr.co.uk or elinor@equinox-pr.co.uk

Notes to Editor:

*Valleys Stockists:

SCOOPING

BLAENAVON POST OFFICE

CAFE REMO
ABERAVON

GIANNIS
COWBRIDGE

GLANMOR TEAROOMS
CAERPHILLY

LAKE SHOP
BARRY

THE DAIRY
PENYGRAIG

PROMENADE REFRESHMENT BAR
BARRY ISLAND

ROCK SHOP
BARRY ISLAND

SCOOPS
FAIRGROUND
CONEY BEACH
PORTHCAWL

SWEET SENSATION
FAIRGROUND
CONEY BEACH
PORTHCAWL

SOFTA FREEZE BAR
BARRY ISLAND

500ML

SALISBURY STORES CARDIFF
IVY STORES PORTH
JUST BECAUSE PONTYCLUN
VALLEY STORES YSTRAD
COSTCUTTER PENTRE
CARPANINI'S CAFE TREORCHY

THE NEWSAGENT OGMORE VALE
THE GENERAL STORE GILFACH
LLANHARAN STORES LLANHARAN
THE VILLAGE PANTRY ABERKENFIG
LLAN MINI MARKET MAESTEG
NISA LOCAL OGMORE VALE
THE SELECTION BOX PEN Y FAI
RAINBOW BARGAINS
BLAENAVON POST OFFICE
UMPALUMPA PENARTH
VILLAGE STORES LEWISTOWN
SAHARA RESTAURANT CITY ROAD CARDIFF
LILO GRILL HOUSE CITY ROAD CARDIFF
COSY CAFE TREORCHY
SIZZLE RESTAURANT MAESTEG
CHICOS PENART ROAD CARDIFF
DELI ROUGE ROATH
FIRST MOTORWAY SERVICES NEWPORT
FIRST MONTORWAY SERVICES SYMONDS YAT
THE FARMERS ARMS ST BRIDES MAJOR
BAR ELEMENT ROATH
SIHU STORES THOMASTOWN
HARRYS STORES BARGOED
8 TILL LATE TYLORSTOWN
THOMASTOWN POST OFFICE AND STORES
TYN-Y-BRYN STORES NR THOMASTOWN
N & S TRADING PENARTH
BARGAIN BOOZE LLANISHEN
LONGFORD STORES
HARBOUR CAFE BURY PORT
BETTY'S TONYREFAIL
MERIDION CAFE & STORES MERIDION WHARF SWANSEA
FILCO STORES (ALL)

Captions:

Image 1/ 1a: Taffy Afal – The Official Valleys Ice cream sends Sophie ‘Over The Rainbow’

Image 2: Taffy Afal – The Official Valleys Ice cream goes into production at Subzero in Rhondda (left to right: Sue Walker, Taffy Afal ice cream creator from Heath, Cardiff, Kevin Jenkins, Managing Director at Subzero, Vicki Spencer, Campaign Manager- The Valleys ‘Heart and Soul’ campaign, Sophie Evans from BBC’s ‘Over the Rainbow’

About The Valleys – Heart and Soul campaign:

The Valleys – Heart and Soul of Wales is a three year campaign led by partnership organisations from the Western Valleys, Heads of the Valleys and The Valleys Partnership. The aim is to change perceptions of The Valleys, attract more tourists and bring long-term economic benefits to the area. The area has

undergone major transformation with a total investment of £42 million and is now a flourishing tourism destination waiting to be explored.

www.thevalleys.co.uk

About Subzero:

Sub Zero currently produces over 2.5 million litres of ice cream per year with a dedicated team of 12 staff who have an unrivalled passion for our product and the industry that permeates from Director-level to factory floor. Our Company is comprised of dedicated, vibrant and committed individuals; eager and determined for the company to succeed.

We recently won the prestigious title of Best Dairy Ice Cream in the UK 2009/2010 in the Silver Cup Challenge, holding off fierce competition nationwide.

www.iamsubzero.com