Produce provenance and sourcing

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When looking at creating a menu there are many different contributors to what can be used in a sustainable manner by using local food suppliers (Spurrell, 2025).In this assignment the restaurant at hand will be lan y mor of Saundersfoot. The availability of locally sourced produce has become a massive factor in how establishments operate today (Ellis, 2020). as people like to know and understand there food has come from a safe and sustainable manner .when looking at lan y mor its clear to see the use of seasonality in there menu and the change they use to uphold this as it is not a trend but more of a level to cater for customers but also the environmental concerns and issues of today's society. Seasonality plays a vital role in all of this as it plays into menu flexibility due using products that are available / on hand compared to things out of season that may call for deliveries of products from other regions which adds to greenhouse emissions which is negative to sustainability (Pereira Marcilio Nogueira et al., 2022).

Looking at the findings and current sourcing strategies of lan y mor sourcing it is seen that a lot of the produce they get in is locally sourced (Jones, 2025). The business relies on some ingredients to be driven in by food suppliers like castle Howell while they are highlighting there locally sourced produce that they use .they have a strong commitment to local and regional sourcing (Lan y Mor, 2024) as all of the Seren group does . Lan y mor takes pride in the explicit sourcing from Pembrokeshire produce and wider Welsh produce. they have good relations with local fishermen crew companies from line caught fish and use regional farms for rooted produce and locally sourced cheese suppliers which are all highlighted in the menus they have at hand which reflects there short supply chain model used by the Seren group

The strategies of lan y mor come down to:

- Locality first
- Sustainably driven
- Seasonally adaptive
- Strong relationship with suppliers

This gives a reminder of a positive sourcing impact on a menu freshness while also making their restaurant a great example of modern and sustainable gastronomy (Hotchin, 2024). While this is a positive to their establishment there comes some issues that are faced with this and some of these factors are :

- Supply inconsistency as sometimes local suppliers may not have access to certain things
- Higher cost as they are opting for the most sustainable and quality products and organic produce has a higher price range compared to commercial
- Issues with deliveries as its not done by a large supplier brand it can cause gaps between expectation and the actual delivery

While looking at their strategies it's clear to see the menu of lan u mor is directly shaped by the produce (Lan y Môr Restaurant Saundersfoot, 2026) and way of sourcing and is almost dependent on this as it creates a distinctive and ethically grounded menus to offer to customer and there expectations while maintaining operational flexibility to lower the risk of seasonality (Czuczman, 2024) and its limited supply

Looking at new or possible food suppliers for their business and adjusting there menu

When it comes to the fish side of things there are many local or regional suppliers that could be used for them some of this are

- Pembrokeshire beach food company who focusses on regenerative sea farming weather that crustations to seaweed based things like lava bred for example
- Welsh seafood ltd is also a great company as they have 40 fishing boats to sustainably line catch fish for businesses

For vegetables and such there are many choices as there are so many farms around the area of Wales, they have great access to them some companies they could use also are hook farm vegetable growers that have a great variety of root vegetables and alliums like leeks which are used a lot in there dining experiences

<u>What would this affect/benefit there businesses</u>

It builds a good representation of locally sourced produce

Ensures a high quality of freshness to their products like the fish if it's sourced by Welsh seafood ltd it delivered by the original company to help with any queries or explanations to the produce

It supports seasonality of produce and increases revenue to there menus

What happens if they cant get it locally

Castle Howell is also a large correspondent to lan y mor and Seren groups food miles (Howell, 2026). as for many businesses products establishments purchase from that wholesalers to ensure that they always have said product in stock to make sure they don't damage there revenue which could be caused by not having certain products. which isn't a negative but its difficult to ensure if it was grown locally, but gives the business a stronger guarantee on products being brought to them

<u>New menu</u>

<u>Summer 3 course set menu</u>

Leek and lemon sole mosaic with a lava bread beurre Blanc

can be sourced through Welsh seafood ltd and hook farm vegetable growers

Sea bass with a courgette bell pepper aubergine ratatolli

Can be sourced through pembrokeshire beach food company and castle howell

Bara brith with caws cenarth cheese selection

Caws cenarth selected cheese

Winter menu

Tempura Flounder pea puree with a lemon preserve aoli

Can be sourced with welsh seafood ltd

Lamb tenderloin with a celeriac puree and winter peas and lamb jus

Can be sourced with hook farm vegtable growers and lamb from local farmers

Welsh cakes with a rum and raisin sorbet

The reason for choosing these menu ideas is everything can be accessed by the same producers which lowers food miles (Council, 2021). Sourcing locally also gives businesses the ability to ck to how the things were grown and transported which has become a big pillar in hospitality when people dine out. due to the fact the fish are line caught it reduces damage on the eco system which has become substantial for the preservation of habitat for future generations (Sealey, 2018). Another reason for choosing the items for the menu was down to the fact they fit in with the menu of lan y mor and wouldn't be to bizarre to see in their restaurant which brings more alternatives instead of making their original menu seem out of place

Food waste is a big issue in hospitality this is why the menu shown has the ability to use minimal wastage due to the style of cuisine used , this can be explained by the lamb tenderloin as the pieces will only hold the prized pieces of meat and the scraps / trimming of the tenderloin can be used in the jus which minimalizes waste product as everything gets used to create each dish .

Another way to mitigate the food waste would be to preserve scraps (Martindale, 2016) or used them in adjusted dishes for example the peas used in the tenderloin dish any excess can be used in the flounder dish which negates the need to by anymore as the scraps of the main peas prep is used in the puree which is blended so it doesn't need to apex pieces of the vegetable.

There are many alternatives to reduce food waste this could be from using selected ingredients to create simple syrups or pickled items to extract flavours without the need to waste them which is a great positive as it gives front of house staff the ability to create and adapt to lower food waste in the establishment (Grenside, 2025).

Seasonality-

Looking at the Seasonality of south and west Wales, it brings many positives and negatives. when it comes to hospitality as it gives the route of foraging for items to completely cut revenue of buying things like micro herbs or fungi (Galloway wild foods, 2020). but seasonality also brings the issues of inconsistency as it is only available at certain times there's chances you might not be able to get it this could be from bad weather and it reducing harvest (Spence, 2021). Issues caused could be due to fish companies not being able to catch certain produce, which can lead into cost fluctuations, fish that is in season doesn't always mean it will be cheaper as limited supply can charge up prices if it's too early/late in the season this can lead to difficulty in price margins and profit in a business . When it comes to winter in Wales the cold weather can put a big issue on what can grow as it causes a big reliance on root vegetables and things that have been preserved in summer as there is less fruits or more environmentally particular green vegetables like asparagus for example. This can cause problems in supply chains as local and small business can be fragile to things like this as there not made to be constantly growing things regardless of the weather. When looking at the pros and negatives seasonality brings sustainability and freshness but it also makes businesses to become more flexible and more changes in menus as it needs more creativity to adjust as its working from the land and local suppliers instead of sticking to a strict routine .which is good for suppliers and lan y more due to it strengthening the bonds between them while not letting their business become stagnant without takings costs from the local community and its revenue .

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