

Cymraeg yn y Gweithle: Naturally Scrumptious

Naturally Scrumptious is a delicatessen and café in Aberaeron. Owner Stuart Boydell isn't a Welsh speaker, but he was happy to show that his business is supportive of the Welsh language. The front door to the deli now has a Welsh language 'Ar agor' sign, and Stuart took advantage of free translation arranged by his local Welsh language in business officer, to translate the café's menu into Welsh.

What service/s did your Welsh language in Business Development Officer provide for your organisation?

Door signs, wall posters of useful phrases, menu translation and regular updates/ handouts/ posters for Welsh classes, events and Welsh Music Day. He also used social media to promote our menu translation.

Was increasing the use of the Welsh language in your business something you'd thought about before?

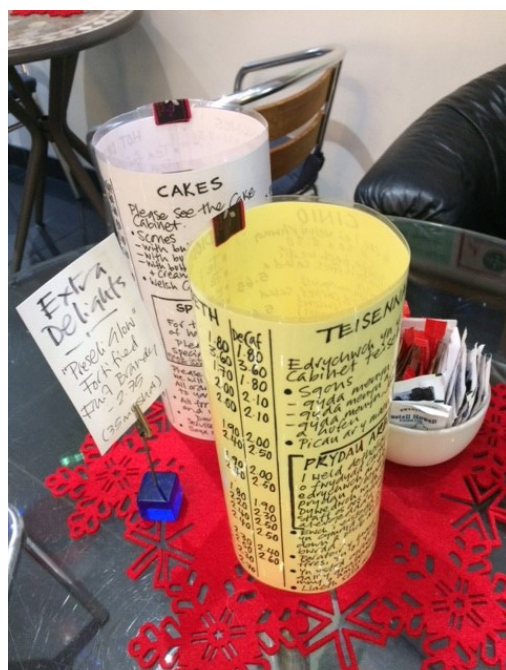
Yes, although we have a few Welsh speakers working in the deli, we do want to include it more, as many locals and an increasing number of tourists and visitors enjoy using the Welsh language when they interact with us. And the menu translation has always been an idea we wanted to introduce.

What's your background, and what were your feelings about trying to use the language in your business before working with your local officer?

I moved to West Wales 9 years ago, other family members have been here longer. Some have a basic grasp of Welsh, though they can understand more than they can speak or read. My sister is improving her Welsh with the help of staff and customers. I have less confidence with the language but try to greet and thank customers in Welsh.

What was your experience of the service?

Excellent, Owain is very friendly and easy to work with. He has provided a quick response to our requests and, we are encouraged/more confident about using Welsh in the deli. The service has been very straightforward and extremely easy to use. Absolutely no pressure, and tailored to suit our needs. It is a service that I would highly recommend to other businesses.



Have you had a positive response to using the Welsh language where you can in your organisation?

Yes, since having the menus printed, more customers are using them when they order, even when not speaking to staff that speak Welsh. They like to have the option to read the menu in Welsh.

Some customers are learning Welsh and use the menus and discussions with staff as an opportunity to practise their Welsh.

Local Welsh speakers appreciate the effort we are making to use the language more.

All staff are encouraged to greet and thank customers in Welsh and learn more if they can.

We are using Welsh more on our Facebook page, although very basic. i.e at Christmas:

Diolch yn fawr, Nadolig Llawen, Blwyddyn Newydd Dda.

Future plans include new menu booklets that will allow for additional Welsh translations on other information or promotions in the cafe and deli. I will be in touch again when I have those ready and when we need more translation work.

