



WELSH BEER AND PUB ASSOCIATION

A MANIFESTO FROM WALES' BREWERS AND PUBS

RAISING A GLASS TO GROWTH,
WELSH COMMUNITIES,
AND OUR PLANET

2026



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INTRODUCTION

The Welsh beer and pub sector is not just an economic powerhouse; it is a vital part of the nation's cultural and historical fabric.

Pubs have been at the heart of Welsh communities for centuries, serving as more than just places to enjoy a drink. They are social hubs, cultural landmarks, and historical treasures that contribute significantly to the fabric of Welsh society. From the early Welsh ales known as bragawd, brewed in monasteries like tintern abbey, to the vibrant microbrewery scene of today, the tradition of brewing excellence has been a cornerstone of Welsh heritage.

Breweries and pubs are more than businesses; they are vital threads in the fabric of our economy, culture, and communities. The sector is a cornerstone of our local economies, generating over £1.5 billion in gross value added (gva) and supporting more than 43,000 jobs across Wales.

A thriving pub drives footfall to high streets, sustains a diverse supply chain, and fosters entrepreneurship from grain to glass. It is a force multiplier for economic activity and a cornerstone of Wales' social life.

Yet, the sector faces mounting pressures — from rising costs and regulatory burdens to workforce challenges and changing consumer habits. Without targeted support from policymakers at all levels of government, these pressures risk undermining the sector's potential.

This manifesto outlines practical, evidence-based measures that political parties can adopt to support the sector, align with government priorities, and ensure that beer and pubs continue to be a powerhouse of Wales' economy and a cherished part of our national identity.



RHAGYMDRODD YR ADRODDIAD

Nid yw sector cwrw a thafarndai Cymru yn unig yn bŵer economaidd; mae'n rhan hanfodol o wead diwylliannol a hanesyddol y genedl. Mae tafarndai wedi bod wrth galon cymunedau Cymru ers canrifoedd,

gan wasanaethu fel mwy na llofydd i fwynhau diod. Maent yn ganolfannau cymdeithasol, yn nodweddion diwylliannol ac yn drysorau hanesyddol sy'n cyfrannu'n sylweddol at wead cymdeithas Cymru.

O'r bragawd cynnar a fragwyd mewn mynachlogydd fel Abaty Tyndyrn, i'r sin microfragdy fywiog sydd gennym heddiw, mae'r traddodiad o ragoriaeth fragu wedi bod yn gonglfaen i dreftadaeth Cymru. Mae bragdyddion a thafarndai yn fwy na busnesau; maent yn edafedd hanfodol yn wead ein heconomi, ein diwylliant a'n cymunedau.

Mae'r sector yn gonglfaen i'n heconomiâu lleol, gan gynhyrchu dros £1.5 biliwn mewn GVA a chefnogi mwy na 68,000 o swyddi ledled Cymru. Mae tafarn lewyrchus yn denu pobl i'r stryd fawr, yn cynnal cadwyn gyflenwi amrywiol ac yn meithrin entrepreneuriaeth o rawn i wydr. Mae'n luosydd grym ar gyfer gweithgarwch economaidd ac yn gonglfaen i fywyd cymdeithasol Cymru.

Eto i gyd, mae'r sector yn wynebu pwysau cynyddol – o gostau cynyddol a baich rheoleiddiol i heriau gweithlu ac arferion defnyddwyr sy'n newid. Heb gefnogaeth dargeddedig gan lunwyr polisi ar bob lefel o lywodraeth, mae perygl i'r pwysau hyn danseilio potensial y sector.

Mae'r maniffest hwn yn nodi camau ymarferol, seiliedig ar dystiolaeth, y gall pleidiau gwleidyddoleu mabwysiadu i gefnogi'r sector, ei alinio â blaenoriaethau'r llywodraeth, a sicrhau bod cwrw a thafarndai yn parhau i fod yn bŵer economaidd ac yn rhan annwyl o'n hunaniaeth genedlaethol.





OUR VISION

Brewers and pubs are key strategic assets for the Welsh economy and society, providing employment and economic growth, and creating a sense of belonging and wellbeing central to every community.

But they aren't always fully recognised as such. The Welsh beer and pub sector should be revered globally for excellence in culture and craft, environmental leadership and being truly open to all. This should be promoted and celebrated by governments and legislatures that results in a policy platform the supports and furthers these contributions.

However, following an unprecedented few years of challenges, and with the cost of doing business in our sector remaining acute, the solutions set out in this manifesto are even more critical to delivering this vision.

Our ambition for Wales' beer and pub sector is to become a global leader in quality, innovation, and community integration. This vision will only be achieved by nurturing a resilient, highly-skilled workforce and fostering a culture of excellence in craft brewing and hospitality.

By championing sustainability and fair work practices, our hope is the sector will enhance its brand identity, attract investment, and strengthen its vital role in both local communities and the national economy. This ambition will be realised through robust collaboration between brewers, publicans, and government, ensuring that Wales' renowned pub culture and brewing heritage will thrive for generations to come.

As we approach the 2026 Senedd elections, we call on policymakers to recognise the vital role our sector plays in the Welsh economy, culture, and communities.

EIN GWELEDIGAETH

Mae bragwyr a thafarndai yn asedau strategol allweddol i economi a chymdeithas Cymru, gan ddarparu cyflogaeth a thwf economaidd, a chreu ymdeimlad o berthyn a lles sy'n ganolog i bob cymuned.

Ond nid ydynt bob amser yn cael eu cydnabod yn llawn fel hynny. Dylai sector cwrw a thafarndai Cymru gael ei barchu'n fyd-eang am ragoriaeth mewn diwylliant a chrefft, arweinyddiaeth amgylcheddol a bod yn wirioneddol agored i bawb.

Fodd bynnag, ar ôl blynyddoedd digynsail o heriau, ac wrth i gostau gwneud busnes yn ein sector barhau i fod yn ddwys, mae'r atebion a nodir yn y manifest hwn hyd yn oed yn fwy hanfodol i wireddu'r weledigaeth hon.

Ein huchelgais ar gyfer sector cwrw a thafarndai Cymru yw iddo ddod yn arweinydd byd-eang mewn ansawdd, arloesedd ac integreiddio cymunedol. Dim ond drwy feithrin gweithlu gwydn, hynod fedrus a hyrwyddo diwylliant o ragoriaeth mewn crefft fragu a lletygarwch y gellir cyflawni'r weledigaeth hon.

Drwy hyrwyddo cynaliadwyedd ac arferion gwaith teg, ein gobaith yw y bydd y sector yn gwella ei hunaniaeth frand, yn denu buddsoddiad ac yn cryfhau ei rôl hanfodol yn y cymunedau lleol ac yn yr economi genedlaethol. Caiff yr uchelgais hwn ei wireddu drwy gydweithio cadarn rhwng bragwyr, tafarnwyr a'r llywodraeth, gan sicrhau y bydd diwylliant tafarndai adnabyddus Cymru a'i threftadaeth fragu yn ffynnu am genedlaethau i ddod.

Wrth inni nesáu at etholiadau'r Senedd yn 2026, galwn ar lunwyr polisi i gydnabod y rôl hanfodol y mae ein sector yn ei chwarae yn economi, diwylliant a chymunedau Cymru.



WHY THE WELSH GOVERNMENT SHOULD INVEST IN BREWING AND PUBS

FROM GRAIN TO GLASS: THE SECTOR SUPPORTS 43,000 JOBS - from the farmers growing malting barley and hops, to the scientists and brewmasters crafting the beers and the landlords of the pubs. Providing great career opportunities and flexible working in all parts of Wales.

2,943 PUBS AND 103 BREWERS OPERATE ACROSS THE LENGTH AND BREADTH OF THE COUNTRY, SPANNING EVERY CONSTITUENCY, supporting high streets and local economies, as well as agricultural communities. The sector is a major tourism asset across Wales.

THE MAJORITY OF THE BEER THAT IS CONSUMED IN THE UK IS brewed domestically, while UK brewers export to Europe, Asia, the Americas and Oceania.

WE CONTRIBUTE £1.5 BILLION TO THE WELSH ECONOMY AND GENERATE £875 MILLION IN TAX. Sector growth will underpin economic growth.

THE SECTOR IS LEADING THE WAY ON EMISSIONS AND WATER REDUCTION WITH ambitious targets to achieve Net Zero ahead of government targets and to move towards a truly circular economy.

FOSTERING A CULTURE OF RESPONSIBLE DRINKING through partnership working and major investment and innovation in low strength and non-alcoholic beers. Beer IS the lowest strength alcohol beverage.

UNLOCK PRIVATE INVESTMENT BY LOWERING THE TAX BURDEN ON PUBS AND BREWERIES. We are the most heavily taxed business sector per pound of turnover in the UK: 40% of UK brewing turnover and £1 in every £3 spent in pubs.

FUNDAMENTAL TO PLACE AND CONNECTED COMMUNITIES. Pubs provide the largest community outreach service in the country – 2/3 adults in Wales believe their local pub is vital to combat loneliness and social isolation.

PAM Y DYLAI LYWODRAETH CYMRU FUDDSODDI YN Y DIWYDIANT BRAGU A THAFARNAU

O RAWN I WYDR: MAE'R SECTOR YN CEFNOGI 43,000 O SWYDDI – o'r ffermwyr sy'n tyfu haidd brag a hopys, i'r gwyddonwyr a'r meistri bragu sy'n creu'r cwrw ac i landlordiaid y tafarndai. Mae'n darparu cyfleoedd gyrfa rhagorol a gweithio hyblyg ym mhob rhan o Gymru.

MAE 2,943 O DAFARNAU A 103 O FRAGDAI YN GWEITHREDU AR HYD A LLED Y WLAD, GAN GWMPASU POB ETHOLAETH, CEFNOGI strydoedd mawr ac economïau lleol, yn ogystal â chymunedau amaethyddol. Mae'r sector yn ased twristiaeth mawr ledled Cymru.

MAE'R MWYAFRIF O'R CWRW A GAIFF EI YFED YN Y DU YN CAEL ei fragu'n ddomestig, tra bod bragwyr y DU yn allforio i Ewrop, Asia, yr Amerig ac Oceania.

RYDYM YN CYFRANNU £1.5 BILIWN I ECONOMI CYMRU AC YN CYNHYRCHU £875 MILIWN MEWN TRETHI. Bydd twf yn y sector yn sail i dwf economaidd ehangach.

MAE'R SECTOR YN ARWAIN Y FFORDD O RAN LLEIHOU ALLYRIADAU A DŴR GYDA thargedau uchelgeisiol i gyflawni Sero Net o flaen targedau'r Llywodraeth ac i symud tuag at economi gylchol wirioneddol.

MEITHRIN DIWYLLIANT O YFED CYFRIFOL drwy weithio mewn partneriaeth a buddsoddiad ac arloesedd sylweddol mewn cwrw cryfder isel a di-alcohol. Cwrw yw'r ddiod alcoholig o'r cryfder isaf

DATGLOI BUDDSODDIAD PREIFAT DRWY OSTWNG Y BAICH TRETH AR DAFARNAU A BRAGDAI. Ni yw'r sector busnes mwyaf treth-ddwys fesul punt o drosiant yn y DU: 40% o drosiant bragu'r DU a £1 ym mhob £3 a gaiff ei wario mewn tafarndai.

YNSYLFAENOL I LE A CHYMUNEDAU CYSYLLTIEDIG. Mae tafarndai yn darparu'r gwasanaeth cyrraedd cymunedol mwyaf yn y wlad – mae 2/3 o oedolion yng Nghymru yn credu bod eu tafarn leol yn hanfodol i fynd i'r afael ag unigedd ac arwahanrwydd cymdeithasol.

COST BREAKDOWN OF £5 PINT



TAX
£1.58
(32%)

- £0.84 VAT
- £0.11 Business Rates
- £0.48 Duty
- £0.15 Employment/Other Taxes

OTHER COSTS
£3.30
(66%)

- £1.30 Cost of sales
- £0.98 Wages
- £0.22 Utilities
- £0.80 Other costs e.g. marketing, logistics.

PUB INCOME
£0.12

*An average pub price for a 4.5% ABV pint at £5.01 (total cost rounded)

September 2025

DADANSODDIAD O GOST PEINT £5



TRETH

£0.84 TAW
£0.11 ARDRETHI BUSNES
£0.48 TRETH ALCOHOL
£0.15 TRETHI
CYFOGLAETH/ ERAILL

COSTAU
ERAILL
£3.30
(66%)

£1.30 COSTAU
GWERTHU
£0.98 CYFLOGAU
£0.22 CYFLAESTODAU
£0.80 COSTAU ERAILL
e.e. M,ARCHNATA,
LOGISTEG

INCWM TAFARN

£0.12

*Pris cyfartalog tafarn am beint 4.5% ABV ar £5.01 (cyfanswm y gost wedi'i grynhoi)

Medi 2025

HOW TO REALISE THE SECTOR'S FULL POTENTIAL

In a critical Senedd election year, we are making the following core policy asks of Welsh parliamentarians and government. We call on you to stand with us and support Welsh brewers and pubs:

BUSINESS RATES

Ensure the business rates burden is permanently addressed by expanding the planned lower multiplier for retail properties to include pubs as well

ENVIRONMENT

Work with industry to deliver an interoperable Deposit Return Scheme which is aligned with other schemes across the UK and therefore does not include glass, in order to minimise business and consumer disruption.

ECONOMY

Support both Wales' economic growth goals and the mental health and social wellbeing of its communities by acknowledging the central role of pubs, and ensure any government strategies include them as key delivery partners

TOURISM

Ensure that the Welsh brewing and pub trade can continue to support tourism in Wales by involving business in the distribution of tourism levy funds

HEALTH

Support the growth and availability of no and low alcohol products, promoting their benefits as game-changing tools in moderating consumption

SUT I WIRIO POTENSIAL LLAWN Y SECTOR

Mewn blwyddyn etholiad Seneddol hollbwysig, rydym yn cyflwyno'r ceisiadau polisi craidd canlynol i Aelodau'r Senedd a'r Llywodraeth. Galwn arnoch i sefyll gyda ni a chefnogi bragwyr a thafarndai Cymru:

ARDRETHI BUSNES

Sicrhau bod y baich ardrethi busnes yn cael ei fynd i'r afael ag ef yn barhaol drwy ehangu'r lluosydd is arfaethedig ar gyfer eiddo manwerthu i gynnwys tafarndai hefyd.

AMGYLCHEDD

Gweithio gyda'r diwydiant i ddarparu Cynllun Ad-dalu Blaendal rhyngweithredol sy'n unol â chynlluniau eraill ledled y DU ac felly nad yw'n cynnwys gwydr, er mwyn lleihau'r tarfu ar fusnesau a defnyddwyr.

ECONOMI

Cefnogi nodau twf economaidd Cymru a lles meddyliol a chymdeithasol ei chymunedau drwy gydnabod rôl ganolog tafarndai, a sicrhau bod unrhyw strategaethau llywodraethol yn eu cynnwys fel partneriaid cyflawni allweddol.

TWRISTIAETH

Sicrhau y gall y diwydiant bragu a thafarndai barhau i gefnogi twristiaeth yng Nghymru drwy gynnwys busnesau yn y broses o ddsbarthu arian y dreth dwristiaeth.

IECHYD

Cefnogi twf ac argaeledd cynhyrchion di-alcohol ac alcohol isel, gan hyrwyddo eu manteision fel offerynnau trawsnewidiol ar gyfer cymedroli defnydd.

POLICY SOLUTIONS: ENABLING AND INVESTING IN GROWTH

Despite our sector's major contribution, we continue to face a disproportionate business rates burden which is inhibiting investment and placing pubs operating in Wales at a competitive disadvantage to pubs in other parts of the UK.

1

RECOMMENDATION:

The Welsh government should urgently seek to include pubs in the proposed lower multipliers for retail businesses. By excluding pubs from the proposed scheme, the Welsh government is missing an opportunity to rebalance a deeply unfair system. Across the UK, pubs account for 0.4% of total turnover but pay 2.1% of the business rates bill. When looking at other sectors like wholesale and retail trade, the share of business rates they paid is less than the share of their total turnover by around 2 percentage points.

Pubs in Wales have been continuously disadvantaged compared with their English counterparts. Even with matching 15% relief in 2026, a Welsh pub with the same value as in England will pay much more. Without support, pubs in Wales will close. Unfairness in the business rates system cannot be addressed without targeted support for pubs.

Welsh brewing has a rich heritage dating back hundreds of years. However, it hasn't been celebrated as fully as other product categories when promoting 'Brand Wales' globally.

This is a missed opportunity. From micro-breweries to global businesses, beer should be promoted as being synonymous with Wales' food and drink offer across the world. Doing so will both benefit the sector AND Wales plc, through the attraction of greater in-bound tourism to the country.

2

RECOMMENDATION:

To achieve parity with other "national treasure" industries, we are calling for the Welsh Government to introduce a directly funded campaign to support continued tourist activity and place brewing and pubs at the centre of Wales' tourism offer.

ATEBION POLISI: GALLUOGI A BUDDSODDI MEWN TWF

Er gwaethaf cyfraniad sylweddol ein sector, rydym yn parhau i wynebu baich anghymesur o ran ardrethi busnes sy'n rhwystro buddsoddi ac yn rhoi tafarndai sy'n gweithredu yng Nghymru dan anfantais gystadleuol o gymharu â thafarndai mewn rhannau eraill o'r DU.

1

ARGYMHELLIAD:

Argymhelliad: Dylai Llywodraeth Cymru frysio ceisio cynnwys tafarndai yn y lluosyddion is a gynigir ar gyfer busnesau manwerthu. Drwy eithrio tafarndai o'r cynllun arfaethedig, mae Llywodraeth Cymru yn colli cyfle i ailgydbwysu system sy'n hiliol o annheg. Ar draws y DU, mae tafarndai'n cyfrif am 0.4% o gyfanswm y trosiant ond yn talu 2.1% o'r bil ardrethi annomestig. Wrth edrych ar sectorau eraill megis masnach gyfanwerthu a manwerthu, mae'r gyfran o'r ardrethi a dalwyd ganddynt yn llai na'u cyfran o'r trosiant cyffredinol tua 2 bwynt canran.

Mae tafarndai yng Nghymru wedi bod dan anfantais barhaus o gymharu â'u cymheiriaid yn Lloegr. Hyd yn oed gyda rhyddhad cyfatebol o 15% yn 2026, bydd tafarn yng Nghymru â'r un gwerth ag un yn Lloegr yn talu llawer mwy. Heb gymorth, bydd tafarndai yng Nghymru yn cau. Ni ellir mynd i'r afael ag annhegwch yn y system ardrethi busnes heb gymorth wedi'i dargedu ar gyfer tafarndai.

Mae gan fragu yng Nghymru dreftadaeth gyfoethog sy'n dyddio'n ôl canrifoedd. Fodd bynnag, nid yw wedi cael ei ddatlu lawn fel categorïau cynnyrch eraill wrth hyrwyddo "Brand Cymru" yn fyd-eang.

Mae hyn yn gyfle a gollwyd. O fragdai bach i fusnesau byd-eang, dylid hyrwyddo cwrw fel rhywbeth sy'n gyfystyr â chynnig bwyd a diod Cymru ledled y byd. Bydd gwneud hynny o fudd i'r sector A Chymru gyfan drwy ddenu mwy o dwristiaeth i mewn i'r wlad.

2

ARGYMHELLIAD:

Er mwyn sicrhau cydraddoldeb â diwydiannau eraill sy'n cael eu hystyried yn "drysorau cenedlaethol", galwn ar Lywodraeth Cymru i gyflwyno ymgyrch â chyllid uniongyrchol i gefnogi gweithgarwch twristiaeth parhaus a gosod bragu a thafarndai wrth ganolbwynt cynnig twristiaeth Cymru.

POLICY SOLUTIONS: REDUCING BURDENS TO UNLOCK INVESTMENT

The acute challenges facing our sector are caused by a combination of external headwinds (changing consumer habits, rising costs) and increasing regulatory costs from the National Insurance Contributions increase to the Deposit Return Scheme and a disproportionate business rates burden.

3 RECOMMENDATION:

To provide our sector with breathing space, we are calling for the next Welsh Government to implement a moratorium on proposals which layer additional costs on businesses for the duration of the next parliamentary term, unless a robust impact assessment and extensive prior consultation with the sector has been conducted.

The acute challenges facing our sector are caused by a combination of external headwinds (changing consumer habits, rising costs) and increasing regulatory costs from the National Insurance Contributions, producer fees from new packaging regulations like EPR and DRS and a disproportionate business rates burden.

4 RECOMMENDATION:

We call on the next Welsh Government to ensure a solid and robust evidence base for policy through early, in-depth consultation and engagement with the sector across all impact areas.

There is a window of influence ahead of the 2026 election where Wales can truly make its mark on the UK as a whole. This can be particularly influential in the brewing and pub industry by modelling successful industry-led forum with MSs and Welsh MPs.

5 RECOMMENDATION:

Establish a Welsh Hospitality Council to lead on engagement with business leaders and curate Welsh-specific policy solutions; fund rapid policy pilots (e.g., reuse in on-trade) to test and scale successful Welsh approaches.

ATEBION POLISI: LLEIHAU BEICHAU I DDATGLOI BUDDSODDIAD

Mae'r heriau dwys sy'n wynebu ein sector yn deillio o gyfuniad o ffactorau allanol (arferion defnyddwyr sy'n newid, costau cynyddol) a chostau rheoleiddiol cynyddol o'r cynnydd mewn Cyfraniadau Yswiriant Gwladol i'r Cynllun Dychwelyd Blaendal a baich anghymesur o ran ardrethi busnes.

3 ARGYMHELLIAD:

Er mwyn rhoi ychydig o le i'n sector, galwn ar Lywodraeth nesaf Cymru i weithredu moratoriwm ar gynigion sy'n ychwanegu costau pellach ar fusnesau am dymor y Senedd nesaf, oni bai bod asesiad effaith cadarn a chonsyltasiwn cynhwysfawr ymlaen llaw wedi'i gynnal gyda'r sector.

Mae'r heriau difrifol sy'n wynebu ein sector yn deillio o gyfuniad o rymoedd allanol andwyol (newidiadau yn arferion defnyddwyr, costau cynyddol) ac o gostau rheoleiddiol cynyddol sy'n deillio o Gyfraniadau Yswiriant Gwladol, ffioedd cynhyrchwyr o reoliadau pecynnu newydd fel EPR a DRS, yn ogystal â baich anghymesur o ran ardrethi busnes.

4 ARGYMHELLIAD:

Galwn ar Lywodraeth nesaf Cymru i sicrhau sail dystiolaeth gadarn a chryf ar gyfer polisi drwy ymgynghoriad cynnar, manwl a chysylltiad â'r sector ar draws pob maes effaith.

Mae ffenestr o ddylanwad cyn etholiad 2026 lle gall Cymru wneud ei marc ar y DU gyfan. Gall hyn fod yn arbennig o ddylanwadol yn y diwydiant bragu a thafarndai drwy fodelu fforymau llwyddiannus dan arweiniad y diwydiant gyda'r Aelodau Senedd a'r ASau Cymreig.

5 ARGYMHELLIAD:

Sefydlu Cyngor Lletygarwch Cymru i arwain ar ymgysylltu â arweinwyr busnes a churadu atebion polisi sy'n benodol i Gymru; ariannu peilotau polisi cyflym (e.e. ailddefnyddio yn yr ar-fasnach) i brofi ac ehangu dulliau llwyddiannus Cymreig.

POLICY SOLUTIONS: HEALTH AND COMMUNITY WELLBEING

Evolving consumer habits have made no and low alcohol drinks increasingly popular in Wales, leading to significant growth in the market, with transformative investment being made in innovation and product development. Pubs across Wales are responding by providing a more extensive offering of low and no alcohol products.

6 RECOMMENDATION:

To facilitate this continued growth, we are calling for the Welsh Government to support no and low alcohol products, researching and promoting their benefits as potentially game-changing tools in moderating consumption.

Pubs are indispensable community assets across Wales. In many rural areas, there may only be a pub and a village hall, providing vital hubs for local people to socialise and congregate, and playing a vital role in combating loneliness. In Wales around 50% of breweries and pubs are located in majority rural constituencies. Fundamental to community cohesion, two-thirds of adults believe their local pub is vital to combating loneliness and social isolation.

7 RECOMMENDATION:

We would urge the next Welsh Government to provide greater recognition of the positive role that the pub plays in addressing loneliness and social isolation and in supporting improved mental health including in formal Government documents or through pub-specific policy announcements.

The promotion of responsible consumption and addressing harmful drinking can best be achieved through active collaboration. This approach recognises there is a role and responsibility for a broad range of stakeholders, including the alcohol industry. It is the approach adopted by the UN and WHO. There is also strong evidence that lower strength products and pubs play a positive role in public and social health objectives.

8 RECOMMENDATION:

Recognise the beer and pub industry is part of the solution to tackling harmful drinking and commit to working collaboratively with the sector.

ATEBION POLISI: IECHYD A LLES CYMUNEDOL

Mae arferion defnyddwyr sy'n esblygu wedi gwneud diodydd di-alcohol ac alcohol isel yn fwyfwy poblogaidd yng Nghymru, gan arwain at dwf sylweddol yn y farchnad, gyda buddsoddiad trawsnewidiol mewn arloesedd a datblygu cynnyrch. Mae tafarndai ledled y wlad yn ymateb i'r galw hwn drwy gynnig ystod ehangach o gynhyrchion alcohol isel a di-alcohol.

6 ARGYMHELLIAD:

Er mwyn hwyluso'r twf parhaus hwn, galwn ar Lywodraeth Cymru i gefnogi cynhyrchion di-alcohol ac alcohol isel, gan ymchwilio i'w manteision a'u hyrwyddo fel offerynnau trawsnewidiol posibl ar gyfer cymedroli defnydd.

Mae tafarndai yn asedau cymunedol anhepgor ledled Cymru. Mewn llawer o ardaloedd gwledig, dim ond tafarn a neuadd bentref sydd ar gael, gan ddarparu canolfannau hanfodol i bobl leol gymdeithasu a chwrdd, ac yn chwarae rôl hollbwysig wrth fynd i'r afael ag unigedd. Yng Nghymru, mae tua 50% o fragdai a thafarndai wedi'u lleoli mewn etholaethau sy'n bennaf gwledig. Yn sylfaenol i gydlyniant cymunedol, mae dwy ran o dair o oedolion yn credu bod eu tafarn leol yn hanfodol i fynd i'r afael ag unigedd ac arwahanrwydd cymdeithasol.

7 ARGYMHELLIAD:

Anogwn Lywodraeth nesaf Cymru i roi mwy o gydnabyddiaeth i'r rôl gadarnhaol y mae'r dafarn yn ei chwarae wrth fynd i'r afael ag unigedd ac arwahanrwydd cymdeithasol ac wrth gefnogi gwell lles meddyliol, gan gynnwys mewn dogfennau Llywodraethol ffurfiol neu drwy gyhoeddiadau polisi sy'n benodol i dafarnau.

Gellir hyrwyddo yfed cyfrifol a mynd i'r afael ag yfed niweidiol orau drwy gydweithio gweithredol. Mae'r dull hwn yn cydnabod bod rôl a chyfrifoldeb i ystod eang o randdeiliaid, gan gynnwys y diwydiant alcohol. Dyma'r dull a fabwysiadwyd gan y Cenhedloedd Unedig a'r WHO. Mae tystiolaeth gref hefyd fod cynhyrchion cryfder is a thafarndai yn chwarae rôl gadarnhaol o ran amcanion iechyd cyhoeddus a chymdeithasol.

8 ARGYMHELLIAD:

Cydnabod bod y diwydiant cwrw a thafarndai yn rhan o'r ateb i fynd i'r afael ag yfed niweidiol a ymrwymo i weithio'n gydweithredol gyda'r sector.

POLICY SOLUTIONS: HEALTH AND COMMUNITY WELLBEING

The vast majority of drinkers in Wales (84%) drink within the UK CMO's medical guidelines, increased from 78% in 2024. We have seen continued progress in Wales, with the proportion of adults drinking 4+ times a week at its lowest since 2018. However, the recent focus of alcohol policy in Wales has been on total population measures that don't reach those most in need of support.

9

RECOMMENDATION:

Support the roll-out of Community Alcohol Partnerships to tackle underage drinking especially in areas of high prevalence; Establish services to reach harmful drinkers, such as the Primary Care Alcohol Nurse Outreach Service (PCANOS) in Wales; Improve early diagnosis of liver disease through increased use of FibroScans in more community settings.

The sector supports the Government in its goal to reduce alcohol harms and financially supports many projects in this area – both historically and currently. However, we firmly believe that the best way to tackle this is through targeted interventions, as opposed to a whole population approach which penalises the majority of consumers who stay within the recommended guidelines for alcohol consumption.

10

RECOMMENDATION:

We ask that the Welsh Government thoroughly consider if an increase in the Minimum Unit Price (MUP) would cause population-wide distortions which run counter to the stated aims of the government's health and social care policy; mainly noting that there is significant potential that an increased MUP, combined with other policies like DRS, would cause a move towards consumption of higher-strength, higher-volume products and increased strain on household budgets, particularly in low-income communities.

ATEBION POLISI: IECHYD A LLES CYMUNEDOL

Mae'r mwyafrif helaeth o yfwr yng Nghymru (84%) yn yfed o fewn canllawiau meddygol Prif Swyddogion Meddygol y DU, i fyny o 78% yn 2024. Rydym wedi gweld cynnydd parhaus yng Nghymru, gyda'r gyfran o oedolion sy'n yfed 4+ gwaith yr wythnos ar ei hisaf ers 2018. Fodd bynnag, mae ffocws diweddar polisi alcohol yng Nghymru wedi bod ar fesurau poblogaeth gyfan nad ydynt yn cyrraedd y rhai sydd fwyaf angen cymorth.

9

ARGYMHELLIAD:

Cefnogi cyflwyno Partneriaethau Alcohol Cymunedol i fynd i'r afael ag yfed dan oed, yn enwedig mewn ardaloedd o achosion uchel; Sefydlu gwasanaethau i gyrraedd yfwr niweidiol, megis y Gwasanaeth Nyrs Alcohol Gofal Sylfaenol (PCANOS) yng Nghymru; Gwella diagnosis cynnar o glefyd yr afu drwy gynyddu'r defnydd o FibroScans mewn mwy o leoliadau cymunedol.

Mae'r sector yn cefnogi'r Llywodraeth yn ei nod o leihau niwed alcohol ac yn cefnogi'n ariannol lawer o brosiectau yn y maes hwn – yn hanesyddol ac ar hyn o bryd. Fodd bynnag, credwn yn gryf mai'r ffordd orau o fynd i'r afael â hyn yw drwy ymyriadau targededig, yn hytrach na dull poblogaeth gyfan sy'n cosbi'r mwyafrif o ddefnyddwyr sy'n cadw o fewn y canllawiau a argymhellir ar gyfer yfed alcohol.

10

ARGYMHELLIAD:

Gofynnwn i Lywodraeth Cymru ystyried yn drylwyr a fyddai cynnydd yn y Pris Uned Isaf (MUP) yn achosi ystumiau ar draws y boblogaeth sy'n mynd yn groes i nodau datganedig polisi iechyd a gofal cymdeithasol y Llywodraeth; gan nodi'n bennaf fod potensial sylweddol y gallai MUP uwch, ynghyd â pholisiau eraill fel y Cynllun Dychwelyd Blaendal, arwain at symudiad tuag at yfed cynhyrchion cryfach, cyfaint uwch a straen cynyddol ar gyllidebau cartrefi, yn enwedig mewn cymunedau incwm isel.

POLICY SOLUTIONS: SUPPORTING THE SECTOR LOCALLY, REGIONALLY, AND NATIONALLY

The success of brewers and pubs should be a collective endeavour. When the sector thrives, so too does the Welsh economy. However, this is predicated upon the conditions being in place which enables the sector to grow locally and nationally, with local and national governments working collaboratively to ensure policy alignment and a favourable trading environment.

11 RECOMMENDATION:

Ongoing review of visitor levies to ensure funds are being used appropriately and policies do not reduce visitors; create a statutory duty for councils to publish annual accounts of levy spend tied to “destination management and improvement” outcomes (clean streets, transport, signage).

12 RECOMMENDATION:

Establish Local Levy Forums, formal advisory panels of local businesses to ensure Levy funds are properly targeted to support local businesses and communities.

13 RECOMMENDATION:

Establishment of hospitality and late-night economy champions and dedicated hospitality strategies for local areas to spearhead local reforms and encourage vibrant, successful industries.

ATEBION POLISI: CEFNOGI'R SECTOR YN LLEOL, YN RHANBARTHOL AC YN GENEDLAETHOL

Dylai llwyddiant bragwyr a thafarndai fod yn ymdrech ar y cyd. Pan fydd y sector yn ffynnu, mae economi Cymru hefyd yn ffynnu. Fodd bynnag, mae hyn yn dibynnu ar fodolaeth yr amodau sy'n galluogi'r sector i dyfu'n lleol ac yn genedlaethol, gyda llywodraethau lleol a chenedlaethol yn gweithio gyda'i gilydd i sicrhau aliniad polisi ac amgylchedd masnachu ffafriol.

11

ARGYMHELLIAD:

Adolygiad parhaus o ardollau ymwelwyr i sicrhau bod arian yn cael ei ddefnyddio'n briodol ac nad yw polisiau'n lleihau nifer yr ymwelwyr; creu dyletswydd statudol i gynghorau gyhoeddi cyfrifon blynyddol o wariant yr ardoll wedi'i gysylltu ag canlyniadau "rheoli a gwella cyrchfannau" (streiciau glân, trafndiaeth, arwyddion).

12

ARGYMHELLIAD:

Sefydlu Fforymau Ardoll Leol, sef paneli cynghori ffurfiol o fusnesau lleol i sicrhau bod arian yr ardoll yn cael ei dargedu'n briodol i gefnogi busnesau a chymunedau lleol.

13

ARGYMHELLIAD:

Sefydlu hyrwyddwyr lletygarwch a economi'r nos, ynghyd â strategaethau lletygarwch penodol i ardaloedd lleol, i arwain ar ddiwygio lleol ac annog diwydiannau bywiog a llwyddiannus.

POLICY SOLUTIONS: SUSTAINABILITY AND NET ZERO

Our industry worked constructively with the Welsh Government on the development of the Welsh Deposit Return Scheme, despite our profound concerns with the inclusion of glass, and the additional costs incurred on top of new obligations with Extended Producer Responsibility. As a sector we are supportive of recycling and circularity, provided the policy is proportionate and achieves environmental objectives in the most cost-effective manner.

14 RECOMMENDATION:

We are calling for the Welsh Government to continue to work with industry to deliver a workable Deposit Return Scheme which is aligned with other schemes across GB and pathways for sustainable packaging circularity, while minimising business and consumer disruption.

The Welsh Government has committed to expanding the electric vehicle (EV) charging network and associated infrastructure to facilitate the continued rollout of EVs. Pubs across the country, particularly rural pubs, have a vested interest in this to make pubs more accessible, but also the potential to offer charging to attract customers. The pub sector can help the Welsh Government meet their goals.

15 RECOMMENDATION:

We are calling on the Welsh Government to provide subsidies for pubs to act as EV charging hubs to facilitate the rollout of EVs.

Wales' brewers and pubs are committed to reducing their emissions and play their part in delivering the transition to Net Zero. However, with costs rising across the board, the funds simply don't exist for smaller businesses to prioritise investments which help improve energy efficiency and reduce carbon emissions.

16 RECOMMENDATION:

To help facilitate the decarbonisation of our sector, we are calling for the next Welsh Government to establish a £5 million Green Fund for brewers and pubs to help incentivise towards Net Zero.

ATEBION POLISI: CYNALIADWYEDD A SERÔ NET

Bu ein diwydiant yn gweithio'n adeiladol gyda Llywodraeth Cymru ar ddatblygu Cynllun Dychwelyd Blaendal Cymru, er gwaethaf ein pryderon dwys ynghylch cynnwys gwydr a'r costau ychwanegol a achoswyd ar ben rhwymedigaethau newydd o dan Atebolrwydd Estynedig Cynhyrchwyr. Fel sector rydym yn gefnogol i ailgylchu a chylcholrwydd, ar yr amod bod y polisi'n gymesur ac yn cyflawni amcanion amgylcheddol yn y ffordd fwyaf cost-effeithiol.

14

ARGYMHELLIAD:

Galwn ar Lywodraeth Cymru i barhau i weithio gyda'r diwydiant i gyflwyno Cynllun Dychwelyd Blaendal ymarferol sy'n cyd-fynd â chynlluniau eraill ar draws Prydain Fawr a llwybrau tuag at gylcholrwydd pecynnu cynaliadwy, gan leihau aflonyddwch i fusnesau a defnyddwyr.

Mae Llywodraeth Cymru wedi ymrwymo i ehangu'r rhwydwaith gwefru cerbydau trydan (EV) a'r seilwaith cysylltiedig i hwyluso'r broses barhaus o gyflwyno EVs. Mae gan dafarnau ledled y wlad, yn enwedig tafarndai gwledig, fuddiant uniongyrchol yn hyn i wneud tafarndai'n fwy hygyrch, ond hefyd y potensial i gynnig gwefru i ddenu cwsmeriaid. Gall y sector tafarndai helpu Llywodraeth Cymru i gyflawni ei nodau.

15

ARGYMHELLIAD:

Galwn ar Lywodraeth Cymru i ddarparu cymorthdaliadau i dafarnau weithredu fel canolfannau gwefru EV i hwyluso cyflwyno EVs.

Mae bragwyr a thafarndai Cymru wedi ymrwymo i leihau eu hallyriadau a chwarae eu rhan yn y trawsnewid i Sero Net. Fodd bynnag, gyda chostau'n codi ar draws y sector, nid oes gan fusnesau llai y cyllid i flaenoriaethu buddsoddiadau sy'n gwella effeithlonrwydd ynni ac yn lleihau allyriadau carbon.

16

ARGYMHELLIAD:

Er mwyn hwyluso dadgarboneiddio ein sector, galwn ar Lywodraeth nesaf Cymru i sefydlu Cronfa Werdd £5 miliwn ar gyfer bragwyr a thafarndai i helpu annog camau tuag at Sero Net.

POLICY SOLUTIONS: SUPPORTING JOBS AND DIGITAL INNOVATION

Wales' hospitality sector is renowned for its personal touch and unique character, from bustling city hotels to the vast network of small, local pubs that are the heart of their communities. However, digital transformation is a significant challenge for these businesses, particularly the small, independent establishments that often lack the capital, in-house expertise, and time to invest in complex new technology. To remain competitive and sustainable in an increasing digital world, the sector would benefit from dedicated support and clear pathways to adopt integrated, efficient digital solutions that enhance the customer experience.

Wales' brewing industry relies on highly-skilled roles, that require advanced technical knowledge and include positions such as brewing scientists, chemical engineers, and microbiologists, particularly in larger or innovative breweries. In addition to production, skilled roles are vital in areas like operations management, quality assurance, logistics, and engineering to maintain complex, automated equipment. With a strong focus on sustainability, data analysis, and market trends, brewers also rely on business development managers and marketing specialists.

17

RECOMMENDATION:

Establish a hospitality-specific digital grant. The creation of targeted digital grants to help brewing and pub businesses cover the costs of new technology. This could include customer facing tech, as well as back-end systems such as cloud-based reservation and property management systems, advanced point-of-sale (POS) systems, and data analytics tools.

18

RECOMMENDATION:

Establish an expert consultancy program. An expert consultancy program to provide tailored advice and practical guidance on training staff and integrating new technology into existing operations, involving groups like Working Wales.

ATEBION POLISI: CEFNOGI SWYDDI AC ARLOESI DIGIDOL

Mae sector lletygarwch Cymru yn enwog am ei gyffyrddiad personol a'i gymeriad unigryw, o westai prysur y ddinas i'r rhwydwaith helaeth o dafarnau bach lleol sy'n galon i'w cymunedau.

Fodd bynnag, mae trawsnewid digidol yn her sylweddol i'r busnesau hyn, yn enwedig y sefydliadau bach, annibynnol nad oes ganddynt y cyfalaf, yr arbenigedd mewnol na'r amser i fuddsoddi mewn technoleg newydd gymhleth. Er mwyn aros yn gystadleuol a chynaliadwy mewn byd sy'n dod yn fwy digidol, byddai'r sector yn elwa ar gymorth pwrpasol a llwybrau clir i fabwysiadu atebion digidol integredig ac effeithlon sy'n gwella profiad y cwsmer.

Mae diwydiant bragu Cymru yn dibynnu ar rolau hynod fedrus sy'n gofyn am wybodaeth dechnegol uwch ac sy'n cynnwys swyddi fel gwyddonwyr bragu, peirianwyr cemegol a microbiolegwyr, yn enwedig mewn bragdai mwy neu arloesol. Yn ogystal â chynhyrchu, mae rolau medrus yn hanfodol mewn meysydd fel rheoli gweithrediadau, sicrhau ansawdd, logisteg a pheirianeg i gynnal offer cymhleth ac awtomataidd. Gyda ffocws cryf ar gynaliadwyedd, dadansoddi data a thueddiadau marchnad, mae bragwyr hefyd yn dibynnu ar reolwyr datblygu busnes ac arbenigwyr marchnata.

17

ARGYMHELLIAD:

Sefydlu grant digidol penodol i'r sector lletygarwch. Creu grantiau digidol wedi'u targedu i helpu busnesau bragu a thafarndai i dalu costau technoleg newydd. Gallai hyn gynnwys technoleg sy'n wynebu'r cwsmer, yn ogystal â systemau cefn fel systemau archebu a rheoli eiddo seiliedig ar gwmwl, systemau POS uwch ac offer dadansoddi data.

18

ARGYMHELLIAD:

Sefydlu rhaglen ymgynghori arbenigol. Rhaglen i ddarparu cyngor wedi'i deilwra a chanllawiau ymarferol ar hyfforddi staff ac integreiddio technoleg newydd i weithrediadau presennol, gan gynnwys grwpiau fel Working Wales.

POLICY SOLUTIONS: RESERVED ISSUES

The Welsh Beer and Pub Association acknowledges that the Welsh Government does not possess a full set of policy levers with which to support the sector in Wales. To demonstrate its support for Wales' brewers and pubs, we would urge the next Welsh Government to:

19

RECOMMENDATION:

Work with the sector to pursue means of mitigating and addressing key concerns around the implementation of Extended Producer Responsibility (EPR).

20

RECOMMENDATION:

Champion a cut in beer duty to support Welsh brewers and pubs and setting a path to reduce beer duty to the European average.

21

RECOMMENDATION:

Foster positive cross-governmental working with UK Government on matters of importance to the economic health of the Welsh brewing and pubs sector, manifested in a bi-annual policy summit.

22

RECOMMENDATION:

Scrutinise employment and skills regulation to ensure that it underpins growth and investment in Wales' brewers and pubs and maintains the flexibility needed to account for seasonal and unpredictable trading patterns.

ATEBION POLISI: MATERION CADW

Mae Cymdeithas Cwrw a Thafarndai Cymru yn cydnabod nad oes gan Lywodraeth Cymru holl set y liferi polisi i gefnogi'r sector yng Nghymru. Er mwyn dangos ei chefnogaeth i fragwyr a thafarndai Cymru, byddem yn annog Llywodraeth nesaf Cymru i:

19

ARGYMHELLIAD:

Gweithio gyda'r sector i geisio dulliau o liniaru ac ymdrin â phrif bryderon ynghylch gweithredu Atebolrwydd Estynedig Cynhyrchwyr (EPR).

20

ARGYMHELLIAD:

Hyrwyddo gostyngiad yn y dreth ar gwrw i gefnogi bragwyr a thafarndai Cymru a gosod llwybr i ostwng treth gwrw i gyfartaledd Ewrop.

21

ARGYMHELLIAD:

Meithrin gwaith traws-lywodraethol cadarnhaol gyda Llywodraeth y DU ar faterion sy'n bwysig i iechyd economaidd sector bragu a thafarndai Cymru, drwy gynnal uwchgynhadledd polisi ddwywaith y flwyddyn.

22

ARGYMHELLIAD:

Craffu ar reoleiddio cyflogaeth a sgiliau i sicrhau ei fod yn sail i dwf a buddsoddiad ymhlith bragwyr a thafarndai Cymru ac yn cynnal yr hyblygrwydd sydd ei angen i ymdrin â phatrymau masnachu tymhorol ac anrhagweladwy.

POLICY SOLUTIONS: RESERVED ISSUES

23

RECOMMENDATION:

Support the accelerated expansion of the Youth Mobility Scheme.

24

RECOMMENDATION:

Urge the UK Government to complete the proposals to revise the UK's existing low and no-alcohol descriptors bringing in line with Europe and other markets.

25

RECOMMENDATION:

Argue the case for a lower VAT rate on food and soft drinks sold in pubs to underpin growth, provide equity with retail to underpin the sector recovery and sustainable growth, for fairness, and to support the visitor economy.

26

RECOMMENDATION:

Urge the UK Government to prioritise beer and brewing as a core component of future free trade agreements.

27

RECOMMENDATION:

Advocate for Apprenticeship Levy Reform allowing businesses to increase flexibility for wider workforce development, enabling levy payers to fund shorter, modular courses and upskilling programs for existing staff, not just formal, long-term apprenticeships. These adjustments would give levy-paying employers more direct control over their investment while also allowing for a more agile response to evolving skill gaps within their workforce.

ATEBION POLISI: MATERION CADW

23

ARGYMHELLIAD:

Cefnogi ehangu cyflymach y Cynllun Symudedd Ieuenctid.

24

ARGYMHELLIAD:

Annog Llywodraeth y DU i gwblhau'r cynigion i ddiwygio disgrifiadau presennol y DU ar gyfer cynhyrchion di-alcohol ac alcohol isel, gan eu halinio ag Ewrop a marchnadoedd eraill.

25

ARGYMHELLIAD:

Dadlau dros gyfradd TAW is ar fwyd a diodydd meddal a werthir mewn tafarndai i danategu twf, darparu tegwch â'r sector manwerthu, cefnogi adferiad y sector a thwf cynaliadwy, ac i gefnogi economi ymwelwyr.

26

ARGYMHELLIAD:

Annog Llywodraeth y DU i flaenoriaethu cwrw a bragu fel elfen graidd o gytundebau masnach rydd yn y dyfodol.

27

ARGYMHELLIAD:

Eirioli dros Ddiwygio'r Ardoll Brentisiaeth i ganiatáu i fusnesau gynyddu hyblygrwydd ar gyfer datblygu'r gweithlu ehangach, gan alluogi taliwyr yr ardoll i ariannu cyrsiau byrrach, modiwlaidd a rhaglenni uwchsgilio ar gyfer staff presennol, nid yn unig prentisiaethau ffurfiol tymor hir.

KEY FACTS ABOUT WALES' BEER AND PUB SECTOR

ECONOMIC VALUE:

- Our sector supports 43,000 jobs throughout Wales. Over 40% of those employed in our sector are 16-24 year olds, providing critical first jobs and flexible working opportunities.
- 80% of pubs are run as SMEs and two-thirds of alcoholic drinks sold in pubs are beer.
- Over 80% of beer sold is produced domestically, with strong domestic supply chains.
- Pubs are central to tourism and a top attraction.

SOCIAL VALUE:

- No and low alcohol beer is the biggest growth category – growing at 15-20% annually.
- Ambitious Net Zero targets ahead of UK and Welsh Government Targets; a 70% reduction in brewing emissions since 1990.
- 76% of adults in Wales think pubs play important role in their community.
- 87% of adults in Wales believe pubs are important in bringing people together.
- 72% of adults in Wales believe pubs help combat loneliness and social isolation in their area.
- £100m raised by pubs every year for charity.
- Pubs are inclusive spaces, open to all.
- Pubs are rolling out hundreds of EV charging points across the country.

BUT...

- The brewing and pub sectors are characterised by high fixed costs (in part due to high taxes) and narrow operating margins. The cost of doing business remains acute.
- One pound in every three spent in the pub goes to the Government in taxes.
- 40% of brewers' turnover is tax.
- UK beer duty remains among the highest in Europe (12x Germany) and pubs overpay by £400m in business rates relative to turnover.

FFAITH ALLWEDDOL AM SECTOR

GWERTH ECONOMAIDD:

- Mae ein sector yn cefnogi 43,000 o swyddi ledled Cymru. Mae dros 40% o'r rhai sy'n gweithio yn ein sector rhwng 16–24 oed, gan ddarparu swyddi cyntaf hollbwysig a chyfleoedd gwaith hyblyg.
- Mae 80% o dafarnau yn cael eu rhedeg fel BBaCh ac mae dwy ran o dair o'r diodydd alcoholig a werthir mewn tafarndai yn gwrw.
- Mae dros 80% o'r cwrw a werthir yn cael ei gynhyrchu'n ddomestig, gyda chadwyni cyflenwi cryfion yn y DU.
- Mae tafarndai yn ganolog i dwristiaeth ac yn atyniad o'r radd flaenaf.

GWERTH CYMDEITHASOL:

- Cwrw di-alcohol ac alcohol isel yw'r categori twf mwyaf – yn tyfu 15–20% bob blwyddyn.
- Targedau Sero Net uchelgeisiol o flaen targedau Llywodraeth Cymru a'r DU; gostyngiad o 70% mewn allyriadau bragu ers 1990.
- Mae 76% o oedolion yng Nghymru yn credu bod tafarndai'n chwarae rôl bwysig yn eu cymuned.
- Mae 87% o oedolion yng Nghymru yn credu bod tafarndai'n bwysig i ddod â phobl ynghyd.
- Mae 72% o oedolion yng Nghymru yn credu bod tafarndai'n helpu i fynd i'r afael ag unigedd ac arwahanrwydd cymdeithasol yn eu hardal.
- £100 miliwn yn cael ei godi gan dafarnau bob blwyddyn ar gyfer elusennau.
- Mae tafarndai yn ofodau cynhwysol, yn agored i bawb.
- Mae tafarndai'n cyflwyno cannoedd o bwyntiau gwefru EV ledled y wlad

OND...

- Mae'r sectorau bragu a thafarndai yn cael eu nodweddu gan gostau sefydlog uchel (yn rhannol oherwydd trethi uchel) a marjins gweithredu cul. Mae costau gwneud busnes yn parhau i fod yn ddwys.
- Mae punt ym mhob tair punt a gaiff ei gwario mewn tafarn yn mynd at y Llywodraeth mewn trethi.
- Mae 40% o drosiant bragwyr yn dreth.
- Mae treth gwrw y DU ymhlith yr uchaf yn Ewrop (12 gwaith yn uwch na'r Almaen) ac mae tafarndai'n gordalu £400 miliwn mewn ardrethi busnes o gymharu â'u trosiant.

CYMDEITHAS CWRW A THAFARNDAI CYMRU

WELSH BEER AND PUB ASSOCIATION

**A MANIFESTO FROM WALES'
BREWERS AND PUBS**

**MANIFFEST GAN FRAGWYR A
THAFARNAU CYMRU 2026**

2026

WBPA
LLAIS BRAGWYR A THARFARNDAI

**THANK YOU
DIOLCH YN FAWR**