



Food of the Future

A JOURNEY OF WELSH FOOD: FROM TRADITION TO INNOVATION

grub
kitchen 

at



Dr. Beynon's
Farm
Bug



**WE WELCOME YOU
TO GRUB KITCHEN**

**THE UK'S FIRST
EDIBLE INSECT
RESTAURANT**

Established in 2016



**GOOD
FOR YOU**



**GOOD FOR
THE PLANET**



**TASTES
DELICIOUS**



ONCE UPON A TIME ON A HISTORIC FARM IN BRITAIN'S SMALLEST CITY...

*We invite you on a journey to a traditional Welsh farm with a twist. This is a farm and wildlife reserve where, behind the quaint stone buildings, a power couple are driving **global innovation in Welsh food and farming.***

As a centre of excellence, the site also includes an award-winning visitor attraction and the UK's first insect food R&D facility - 'Bug Farm Foods'.



AN EXPERIENCE TO REMEMBER

This truly unique and bespoke 1.5-2hr immersive experience involves a mixture of expert talks, food tasting and a guided museum tour and is perfect for those interested in food and Welsh history.

Who knew the future of food tasted so good?



A UNIQUE TALK FROM FOUNDER - AWARD-WINNING CHEF ANDY HOLCROFT

*Inspirational talk about
edible insects and insect
farming.*

*But why eat insects? You'll
find out!*

*Learn how Andy incorporates
insect ingredients and other
innovative Welsh delicacies
into his food and how he
makes it taste delicious.*

**GRUB KITCHEN WAS
SHORTLISTED FOR THE WELSH
FOOD & DRINK AWARDS 2026**



DID YOU KNOW?

Insects...

- *Are eaten by over 2 billion people*
- *Contain the same amount of protein as beef using:*
 - *80% less land*
 - *90% less space*
 - *99% less water*
- *So how do we change public perceptions around including them in our diets?*



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BESPOKE TUTORED TASTING EXPERIENCE AT THE UK'S FIRST EDIBLE INSECT RESTAURANT

Premium insect taster platter includes:

- Bug burger slider
- Mixed insect pakora
- Whole crickets
- VEXo Bolognese pot
- Cricket Cookie

Made with wheat grown onsite and seaweed from a local seaweed farm.*

Options for all dietary requirements available, including a vegan and gluten-free alternative

**when available*





BE THE FIRST TO TRY A FOOD INNOVATION



Try VEXo - a novel, award-winning insect and plant protein mince, developed by Andy and his wife, founder of The Bug Farm and scientist, Dr Sarah Beynon in their onsite R&D and food manufacturing business 'Bug Farm Foods'.

Winner of the Go Wales Award for innovation, VEXo contains 80% less saturated fat than meat mince. This is currently the only place in the world that you can try this food of the future.





MEET THE SCIENTIST BEHIND THE VENTURE

You can add in an optional talk about the future of farming, food and nature from scientist and founder of The Bug Farm, Dr Sarah Beynon.

Dr Beynon is a world-renowned ecologist and farmer. Winner of the Royal Agricultural Society's Research Medal and highlighted as a Welsh 'Environment Hero', she was also named as 'One of Wales' Legendary People'.

An engaging and emotive speaker, who also worked as a TV presenter, Dr Beynon will wow you with a fascinating and thought-provoking discussion.



VISIT THE PEMBROKESHIRE FARMING HISTORY MUSEUM

The Bug Farm is Dr Beynon's family farm. Her family have been farming in Pembrokeshire since the 1700's and does she have some stories to tell you!

Take a guided tour with Dr Beynon around the new **Pembrokeshire Farming History Museum** as she brings the past alive.

The museum includes the **Nature Recovery Centre** - a fascinating centre about what you can do to support nature.



THE IMPORTANT BITS

- 1.5-2 hour bespoke visit.
- Unique experience.
- Delivered by a dynamic couple and their team with 10 years experience of delivering workshops.
- Suitable for wheelchairs and those with limited mobility.
- Non-insect and gluten-free taster options available.
- Opportunity to extend the visit to include a visit to the Tropical Invertebrate Zoo, Invertebrate Museum, Art Gallery, Walled Garden and Farm Trail.
- Fabulous for foodies and history enthusiasts.



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kitchen 

at



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