



## SCOTLAND OF FOOD & DRINK

### EXPERIENCING SCOTLAND

#### Driving business through provenance

#### Quarterly Update May 2015

Welcome to the latest Quarterly Update from Experiencing Scotland, the initiative which supports tourism companies to provide and promote the high quality food and drink produce Scotland offers.

Culinary tourism is an integral part of the travel experience for many visitors to Scotland and with 2015 designated as the Year of Food and Drink, there's never been a better time to review your food and drink offer to make sure it delights rather than disappoints!

Read on for some inspiring examples of how businesses and events across the country are showcasing Scotland's fantastic natural larder to visitors.

#### CalMac flies the provenance flag!

Ferry company CalMac's on-board catering has come a long way in recent years, thanks in no small part to Experiencing Scotland's expert advice.

Since receiving bespoke [one-to-one business support](#) from Experiencing Scotland's catering consultant in 2011, CalMac has been giving unprecedented emphasis to local provenance across the fleet, tapping into the growing movement for locally-produced, traceable foods and offering passengers a real flavour of the destinations they're sailing to and from.



Freshly-cooked dishes use more route-specific produce than ever, such as Argyll Angus Beef, Wild Argyll Venison, Barra Haddock and Hake, Argyll Smokery Salmon Fillet and Argyll Hill Lamb. Lighter bites include freshly baked cakes and freshly made sandwiches from Cobbs Bakery, and bars stock locally-brewed ales and lagers, along with a range of locally-distilled whiskies.

Over 40% of Mariner's Menu is Scottish, leading CalMac to become the first ferry operator in Scotland to gain Taste Our Best accreditation. It is also one of three companies to be shortlisted in the Scottish Sourcing category at this year's Scotland Food & Drink Excellence Awards.

[Click here](#) to see CalMac's latest onboard menus.

What could you do to add more Scottish flavour to your menu?

For some great practical tips check out our [Factsheets](#) or read our [Case Studies](#) to see how other tourism businesses are using Scotland's larder to delight their visitors.

[Click here](#) to find out more about the one-to-one support offered by Experiencing Scotland.

### Taste Our Best accreditation

You too could receive the Taste Our Best accreditation if you champion local produce and offer a high quality Scottish food and drink experience.

Taste Our Best is open to restaurants, cafes, pubs, and takeaways to join. If you run a hotel, B&B, guest house or visitor attraction you will be assessed for Taste Our Best as part of the regular VisitScotland Quality Assurance visit and no need to sign up separately.

VisitScotland also recently announced a new pricing structure making it more affordable than ever to become involved in the food and drink Quality Assurance scheme, with prices between £50 - £120 per year + VAT.

Stand apart and become recognised as delivering the very best Scottish food and drink experience in the spotlight of the Year of Food and Drink 2015.

[Click Here](#) to find out more about Taste Our Best accreditation on [VisitScotland's industry website](#).



### Case Study – Collective Gallery

Collective Gallery was established in 1984 to support new and emergent artists to exhibit their work in Edinburgh and presents an ambitious programme of exhibitions, commissions and other projects at its new location, the City Observatory and City Dome site on Calton Hill. The City Dome is now a major exhibition space and plans are in development, with City of Edinburgh Council and Edinburgh World Heritage, to open up the entire walled complex to the public by 2016.



In addition to new gallery spaces, the plans encompass a number of dining opportunities including coffee shop, café restaurant space and events catering and venue hire.

Looking to review its current catering provision as well as explore options for the new catering spaces, Collective recently signed up to receive bespoke one-to-one advice and support from Experiencing Scotland.

[Click here](#) to read their story. Find out more about the one-to-one support offered by Experiencing Scotland [here](#).

## What's new in the Year of Food and Drink

The Year of Food and Drink has already inspired many businesses to think 'out of the box' and create innovative new food and drink experiences that provide visitors with a real flavour of Scotland's world-class larder. Here's a round-up of some of the best product development to date.....

### ***Scotland's first Picnic Butler serves up a taste of Scotland***

Visitors to Scotland can now enjoy the finest Scottish fare, courtesy of Scotland's first ever Picnic Butler.

Launched by VisitScotland and Forest Holidays, the initiative will serve up a unique culinary experience for holidaymakers to Scotland during the Year of Food and Drink.

The Picnic Butler is currently an exclusive experience offered by Forest Holidays at their two Scottish locations at Ardgartan in Argyll, and Strathyre in Perthshire. As well as taking guests to extra special places at each location to experience a picnic of local produce, the Picnic Butler is an experienced forest ranger and will offer guidance on foraging, making fires, spotting wildlife and outdoor survival.

With guest experiences tailored to couples or families, each of the Forest Holidays locations will source produce from local suppliers for the picnic hampers, including Scottish smoked salmon and Caboc cream cheese bagels, Scottish crisps, Arran cheese and Arran oatcakes, seasonal fruits, Tunnocks tea cakes and caramel logs, Heather Honey tablet, Irn Bru, Scottish spring water and a glass of sparkling wine for romantic walks.

[www.forestholidays.co.uk](http://www.forestholidays.co.uk)

### ***The Famous Grouse launches new whisky experiences***

The Famous Grouse Experience has launched a range of visitor experiences designed to bring the process of whisky distilling to life.

The range of five new experiences enables visitors to engage with whisky in new and innovative ways, giving them the opportunity to create their own unique blend, taste their way through the full range of Famous and Finest whiskies, and even to fill up the casks, ready for maturation.

Stuart Cassells, general manager at The Famous Grouse Experience says: "More than ever, people are keen to understand where their food and drink comes from, and how it's made.

"We know that many of our visitors are truly passionate about whisky and are keen to learn more about the process and, with our expertise, we have developed a range of tours that will suit all tastes and budgets. Whether visitors are looking for a unique distillery tour, a very special warehouse experience, or even the opportunity to work with our stillmen for a day, Glenturret is the only distillery in Scotland able to offer that truly authentic, traditional whisky making experience".

[www.thefamousgrouseexperience.com](http://www.thefamousgrouseexperience.com)



### ***Enjoy the latest Scottish taste sensation at The Balmoral Hotel***

The Balmoral Hotel in Edinburgh is treating guests to a new taste sensation by offering Scotland's first ever homegrown tea!

The white or smoked tea is grown by The Wee Tea Company at the Dalreoch Estate in Amulree, Perthshire.

Tam O'Braan of The Wee Tea Company says: "Being the only smoked white tea in the world, it has a very subtle unique flavour, similar in nature to a peaty whisky.

Jeff Bland, executive chef at The Balmoral adds: "At The Balmoral, we are always looking to promote Scottish produce to our international guests and local visitors alike. Many tea connoisseurs visit The Balmoral for our wide selection of loose leaf teas, and we are thrilled to be adding these two new local teas to our collection on an exclusive basis".



[www.weeteacompany.com](http://www.weeteacompany.com)

### ***Waulkmill Cider offers unique experience for cider enthusiasts***

Waulkmill Cider, Scotland's only traditional cider maker, has launched a unique full day cider-making experience with personal tuition.

This hands-on immersive experience aims to teach cider enthusiasts how to make cider from start to finish. The day includes selecting, preparing and washing apples; milling and pressing into apple juice and preparing the juice for the start of fermentation into cider. Participants can then take it back home to complete the fermentation process, creating a 100% Scottish cider from native apples, produced by their very own hands!

[www.dosomethingdelicious.com](http://www.dosomethingdelicious.com)

### ***Holyrood Park to play host to 'pop-up' restaurant***

Edinburgh's Holyrood Park, will be the setting for a unique pop-up dining experience this month.

Over the course of the weekend of the 8<sup>th</sup> and 9<sup>th</sup> May, the Holyrood Kitchen pop-up restaurant will be offering up the very best in locally sourced ingredients from independent suppliers and producers from throughout Scotland.

The partnership between Historic Scotland and the Edinburgh School of Food and Wine will see the Holyrood Education Centre transformed into an exclusive eatery with some of the country's best up-and-coming trainee chefs creating dishes against the iconic backdrop of Arthur's Seat and Holyrood Palace.



Diners will be able to sample a three course tasting menu, expertly prepared by trainee chefs and recent graduates from the cookery school, complete with wine, paired to compliment the food, and hand-crafted petit fours. Designed to showcase the variety and quality of Scottish produce, the menu makes the most of ingredients sourced from Edinburgh and further afield.

Throughout the dining experience, guests will hear from Scottish producers ranging from Great Glen, a family run business based in the Highlands, specialising in wild Scottish venison charcuterie to Craigie's Farm and Deli, located just outside of Edinburgh. Suppliers from Northwood wild boar, which rear boars in woodland in East Lothian, Plan Bee, The Little Herb Farm and Hello Chocolate will also be on hand to answer any questions about their produce.

[www.historic-scotland.gov.uk/events](http://www.historic-scotland.gov.uk/events)

What quirky culinary experiences could you serve up for visitors to help them sample the best of Scottish and local produce?

The Experiencing Scotland website contains a raft of practical resources and tips to help you improve your food and drink offer and promote provenance more effectively on your menu. Find out more at [www.experiencingscotland.com](http://www.experiencingscotland.com).

To keep up to date with all the latest news and developments from the food and drink industry, check out the 'Latest News' section on [www.scotlandfoodanddrink.org](http://www.scotlandfoodanddrink.org)

### **Support the Year of Food and Drink celebrations!**

Take advantage of the extra focus that is on Scotland's outstanding produce and producers this year! If you haven't already done so, download the [Year of Food and Drink logo](#) to use on your marketing materials, website and email signatures; use the official hashtags in social media; join in the monthly themes and much more.

For full details of how you can get involved go to [www.scotlandfoodanddrink.org/yofd.aspx](http://www.scotlandfoodanddrink.org/yofd.aspx)

### **Excellence on show at Food & Drink 'Oscars'**

With 19 categories celebrating excellence across Scottish food and drink, the Scotland Food & Drink Excellence Awards is considered by many to be the industry 'Oscars'. The awards include nine product categories judged mainly by taste, plus a wide range of business awards which include Environmental Sustainability, Scottish Sourcing and Investing in People, in addition to an award recognising Young Talent in the industry. This year, a record breaking number of entries were received across the board.



Finalists in the Scottish Sourcing category, sponsored by VisitScotland's Taste Our Best, are Born in the Borders, Caledonian MacBrayne and Lazy Sunday. Excellence Awards winners will be announced at the awards ceremony and dinner on Wednesday 27<sup>th</sup> May at the National Museum for Scotland in Edinburgh.

For further information on the awards, including the full list of finalists, visit [www.scotlandfoodanddrink.org/events/excellence-awards](http://www.scotlandfoodanddrink.org/events/excellence-awards)

Look out for profiles of all three shortlisted companies in the Scottish Sourcing category in our August Update!

## Raise your glass to Whisky Month!

As Scotland continues to celebrate the Year of Food and Drink, this May we're toasting the return of Whisky Month, a unique programme of events celebrating Scotland's national drink and the people and landscapes behind it.

Events are taking place across the country, providing a great opportunity to promote yourself to visitors interested in experiencing our national drink.

Here are just a few of the events taking place in a packed programme:



**Create: Eat: Whisky**, from 14<sup>th</sup>-17<sup>th</sup> May, is a multi-sensory whisky tasting that will use lighting, food, aroma and other environmental factors to enhance the whisky experience. Guests will take a journey through different multi-sensory settings, and examine the impact on their experience of different whiskies with each dram being complimented by locally sourced food.

[www.jellyandgin.com](http://www.jellyandgin.com)

On May 15<sup>th</sup>, The Royal Botanic Garden Edinburgh will present **Botanics Late: The Hive & The Still**, an adult-only party event on the theme of Scottish whisky and honey.

Featuring quality food and drink showcasing the best of Scottish produce, top chefs and scientists will guide the audience to a better understanding and appreciation of the distinctive nature and diversity within two of Scotland's most iconic natural products, all within the unique atmosphere of the Botanic Garden at night.

[www.rbge.org.uk/whats-on/event-details/3771](http://www.rbge.org.uk/whats-on/event-details/3771)

**The Mhor Festival**, from the 23<sup>rd</sup> – 24<sup>th</sup> May, will bring together producers including Glengoyne, Deanston and Auchentoshan distilleries on the grounds of Monachyle Mhor Hotel.

Spread over two days the festival will encompass foraging walks along the Rob Roy Way, lunch in Mhor Barn with whisky sampling and a whisky pairing evening at the Great Scottish Feast with food prepared by star Scottish chefs.

<http://mhor.net/monachyle-mhor-hotel/>

For the full calendar of events go to <http://www.visitscotland.com/about/food-drink/whisky/whisky-month/>.

Why not think about how you could get actively involved by incorporating whisky into your own menu? Whisky goes fantastically well with lots of different foods, so perhaps you could try a spot of whisky and food matching, or even offer a special whisky cocktail to guests. And remember to take advantage of the opportunity to promote yourself to visitors interested in experiencing our national drink by using the Whisky Month logo in your own marketing. [Download it now.](#)

## 2015 shapes up to be an eventful year

Over and above Whisky Month, there are some fantastic foodie events on the menu this year, where visitors will be able to find out about the stories behind our world-class Scottish produce, immerse themselves in the production process, sample top quality local food and drink and buy direct from the producers.

Here's a 'bite-size' flavour of some of what's on offer between now and the end of July.....

16<sup>th</sup> – 17<sup>th</sup> May are the dates for this year's **Loch Fyne Food Fair**, where over 20 food stands featuring local producers and selected producers from further afield will provide food to go and to take home.

[www.lochfyne.com/events](http://www.lochfyne.com/events)

From 23<sup>rd</sup> - 24<sup>th</sup> May, **Scotland's Big Nature Festival** in Musselburgh will feature two areas dedicated to profiling a great mix of quality, Scottish food and drink through workshops, cooking demonstrations and educational activities aimed to teach young visitors about the future of food.

[www.rspb.org.uk/whatwedo/scotland](http://www.rspb.org.uk/whatwedo/scotland)

24<sup>th</sup> May sees the return of the **Old Town Street Food Festival** in Edinburgh. The event brings together some of the most mouth-watering Street Food Vendors in Scotland, with a programme of live music providing plenty of treats for the ears.

<http://thisisedinburgh.com/whats-on/old-town-street-food-festival/>

**Glasgow Science Festival: From Creel to Meal**, from the 4<sup>th</sup> – 14<sup>th</sup> June, explores the themes of 'Future of Food' and 'Sustainable Shores'.

The 'Tasty Science' strand will take in fieldtrips, pop-up restaurants, microbrewery events, special family days and educational activities, while 'Sustainable Shores' will raise awareness of langoustines or 'scampi', which make up 15% of total Scottish seafood landings, and tell the stories behind the people landing the catch.

[www.glasgowsciencefestival.org.uk](http://www.glasgowsciencefestival.org.uk)

**Food Town Day** at Castle Douglas, on 6<sup>th</sup> June, focuses on 'thinking local', celebrating food and drink from the Dumfries & Galloway region through artisan producer stalls, cooking demonstrations from local chefs and street entertainment.

[www.cd-foodtown.org](http://www.cd-foodtown.org)

**Crail Food Festival**, from 13<sup>th</sup> - 14<sup>th</sup> June, will showcase Fife's food and drink produce and producers through a packed programme of demonstrations, educational workshops, tastings, chef talks, foraging walks, food trails, entertainment and a variety of markets.



[www.craifoodfest.co.uk](http://www.craifoodfest.co.uk)

**The Great Gourmet Gathering** takes place in Stirling over the weekend of 18th-19th July.

Over 20,000 visitors are expected to attend this signature event in the Year of Food and Drink calendar which seeks to celebrate and promote Scotland's natural larder and support national and local producers. Key features will include an exhibitors' marquee, live cooking demonstrations, outdoor food and drink stalls and a family picnic area.

[www.thegreatgourmetgathering.com](http://www.thegreatgourmetgathering.com)

Make sure your visitors know about food and drink events taking place in your area so they can go home having had a real taste of Scotland!

For more food and drink events go to [www.list.co.uk/events/food-and-drink/](http://www.list.co.uk/events/food-and-drink/)

### **Year of Food and Drink partner programme launched**

With such a large number of events taking place across Scotland throughout the Year of Food and Drink, a **Partner Programme** has now been launched. Partner Programme events which are open to the public may be included in Year of Food and Drink marketing and media activity, as well as being listed on the EventScotland website. Find out more at

<http://www.eventscotland.org/funding/enquiry-partner-programme/>

### **Get involved in Edinburgh's 'Scottish Market' this Christmas**

Now in its third year, the Scottish Market in St Andrew Square - an integral part of Edinburgh's Christmas celebrations - is a winter showcase of the finest food, drink and craft that Scotland has to offer. Situated right in the heart of the city, this unique market skirts the Edinburgh's Christmas bespoke circular Ice Rink.



This year the Scottish Market is looking to expand its offer by bringing on board more food and drink suppliers. With over 2.6 million visitors to Edinburgh's Christmas, the market could be the perfect platform to shout about your Scottish produce - so whether you're a food or drink producer, retailer or caterer, the organisers would love to hear from you.

Two of the companies helped by Scottish Enterprise's Event Ready Producers' project - Strathearn Distillery and Whitmuir the Organic Place – attended last year and were able to showcase their wares to over 1.4 million people who visited the market.

Make sure you don't miss out on this prime sales opportunity! Contact Ruth Fisher, Edinburgh's Christmas at [ruth@underbelly.co.uk](mailto:ruth@underbelly.co.uk) for further information.

## Looking to sell at events?

If you're a food and drink producer looking to sell at any of the Scottish events taking place this year, make sure you're 'event ready' by checking out the resources on [www.readyforevents.co.uk](http://www.readyforevents.co.uk).

The site includes:

- Advice on how to work with events.
- Examples of businesses who have worked successfully at events to provide visitors with the very best food and drink experiences.
- Information on where to go for help and support to make the most of opportunities in the events sector.
- A searchable map to help you identify the events which are most suited to your company.
- Access to catering specifications and tenders from event organisers across Scotland.

The Event Ready Producers' project also offers **one-to-one expert business support** to review food and drink companies' readiness to supply events. Over 20 food and drink producers have already benefited! Read their stories [here](#).

[Click here](#) to find out more or to register interest.

## Funding to help develop your food & drink business

In partnership with French Duncan LLP, Scotland Food & Drink have developed a practical introduction to financial support for food and drink companies. 'Accessing Finance: A Guide for Food and Drink Companies', aims to help businesses understand the various types of finance that are available and what each type of finance is used for, decide what type of finance might be best for your business, and start the process of securing funding, including understanding what funding providers will be looking for.

Check out the guide at [www.scotlandfoodanddrink.org/industry/industry-support](http://www.scotlandfoodanddrink.org/industry/industry-support)

## Register for FREE updates from Experiencing Scotland

Experiencing Scotland offers a range of free communications designed to highlight the benefits of offering Scottish food and drink. To register contact Scottish Enterprise, Tel: 0845 607 8787 or email [enquiries@scotent.co.uk](mailto:enquiries@scotent.co.uk)

[www.experiencingscotland.com](http://www.experiencingscotland.com)