

SCOTTISH  
FOOD & DRINK  
Sat 2 September *to* fortnight  
Sat 16 September

Makers, Growers and Chefs Toolkit

# Contents

|   |    |
|---|----|
| Scottish Food<br>& Drink Fortnight .....              | 03 |
| Discover what's<br>on your doorstep .....             | 04 |
| How can you get involved? .....                       | 05 |
| If you make or grow .....                             | 06 |
| If you make Scottish<br>produce in your kitchen ..... | 07 |
| How Scotland Food<br>& Drink can help .....           | 08 |
| Join the social chat .....                            | 09 |







# SCOTTISH FOOD & DRINK Sat 2 September to Sat 16 September *fortnight*

Every September, Scottish Food & Drink Fortnight celebrates the people, products and places that champion our industry.

It's time to celebrate those working in Scottish food and drink who, day in and day out, ensure quality produce is reaching our tables.

Our nation's larder is one of the most diverse in the world. And although we don't mean to, it's easy to forget that the products we enjoy day-to-day, or during special occasions, are brought to us by hardworking people operating right under our noses.





This year we're focusing all our efforts into encouraging the country to discover the incredible produce from their regions and the businesses across Scotland that are stocked in retailers, restaurants, cafes, bars, delis and markets on their doorstep.

The gin you enjoy on a Friday evening. The fruits you savour on a summer's day. The beef and roasted potatoes you share with family on a Sunday afternoon. This year's Scottish Food & Drink Fortnight is all about celebrating the people across our industry's supply chain who make it all possible.









## If you make or grow

- Use our social assets to put a spotlight on your products, whether these are new or classic
- Attend a regional food event, market, or festival
- Collaborate with other local businesses to help spread the word of what people can discover on their doorstep
- Share your businesses story and what you love about your region
- Use the Fortnight to create buzz around a new product launch
- Have fun on social media, running competitions or engaging with bloggers and foodie influencers
- Organise an event: tours around your premises or tasting sessions







## If you use Scottish produce in your kitchen

- Share why you use regional food and Scottish produce and why this is so important
- Showcase and promote the supplier you use that brings your dishes together
- Use our social assets to promote dishes that use locally sourced produce
- Introduce new Scottish products or start working with new suppliers and celebrate them
- Collaborate with your suppliers and tell their story to your audience. Share what makes them so special
- Share positive stories of your own about your experience working with Scottish suppliers



# How Scotland Food & Drink can help

This year, we are working closely with the [Regional Food Groups](#) and [Regional Food Ambassadors](#). Discover how you can collaborate with them by finding your regional contact.

We've arranged a series of asset templates for you to use in the run-up and throughout Fortnight on social media. These can be found [here](#).

This year's logo can be found [here](#), along with the campaign line incorporated into the logo and stand alone [here](#) to use on other assets.

We have a dedicated Scottish Food & Drink Fortnight webpage and newsfeed, found [here](#). We can promote your activity there, as this will be the home for all Fortnight activity.

We're really keen to support you and your region to celebrate your successes this Fortnight. Thank you for your support and we look forward to seeing your promotions and activity in September.



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## Join the social chat

- Our official campaign hashtags for the Fortnight in 2023 are **#ScotFoodFort23** & **#DiscoverWhatsOnYourDoorstep**
- We will be promoting the hashtag on all our campaign materials, and we'd love you to get involved as well. If you are struggling for character count on Twitter to include both, please choose just one.
- We'll be posting messages and sharing content throughout the Fortnight campaign so be sure to keep your eyes on our official LinkedIn, Instagram, and Twitter accounts.



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Any questions? Contact us:

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[www.fooddrinkfort.scot](http://www.fooddrinkfort.scot)

**You can also find us at:**

LinkedIn: [linkedin.com/company/scotfooddrink/](https://www.linkedin.com/company/scotfooddrink/)

Twitter: [@scotfooddrink](https://twitter.com/scotfooddrink)

Instagram: [@scotfooddrink](https://www.instagram.com/scotfooddrink)

Facebook: [Scotland Food & Drink](https://www.facebook.com/ScotlandFood&Drink)

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