

# Make Innovation HAPPEN

**MIH Knowledge Article:  
The charcuterie category is ready for more  
great Scottish product**

**Scotland**  
A LAND OF  
food and drink

SCOTLAND  
IT'S TIME TO INSPIRE

The logo consists of the word 'CAN' in white text on a teal vertical bar, and the word 'DO' in white text on a yellow vertical bar, positioned to the right of the teal bar.

For years, European countries like France, Italy and Spain have dominated the charcuterie board. Now, we're looking inwards for inspiration, using flavour infusion and great locally-sourced heritage meat to compete. Scotland's food producers have a lot to offer the discerning charcuterie consumer.

The domestic charcuterie market continues to explore new territory. And producers are thinking innovatively to compete and differentiate itself from traditional charcuterie from overseas.

The drive now is for local, high-quality meats. Consumers are willing to pay more for premium product. And, influenced by the nose-to-tail and farm-to-table movements, they're increasingly interested in exploring new offerings. In short, the charcuterie consumer is ready for a new kind of charcuterie.

## Homegrown charcuterie

The charcuterie customer is embracing experimentation in the sector. Special breeds, new ingredients, the use of aromatics, and unusual cuts are one way meat producers can stand out in the market place.

UK heritage pig breeds, like Tamworths, Berkshires and Gloucester Old Spots, are ideal for curing, and offer a unique texture and flavour. While infusing salami, chorizo, jamón and prosciutto with flavours - from wine and chocolate to seaweed, cider, port and juniper, can add value.

## Goose, duck, or lamb and mutton charcuterie

Traditional British meats present charcuterie opportunities both domestically and internationally. While the great taste of European cured meats, like prosciutto and salami, will always remain popular, there's space in the market for new meat flavours from the UK.

Smoked, dried, and cured duck, goose, and lamb are making a comeback. Grouse, pheasant and partridge meats are also growing in popularity.

## Capreolus charcuterie

The British charcuterie company, Capreolus, is one producer benefitting from sector change. It started with less than 1% of the charcuterie market in the UK in 2009. And now supplies between 6% and 7% of all the charcuterie produced in the UK.

The company's biggest seller is smoked mutton, and it's also known for blending goose meat with pork to make goose salami.

## **Cannon & Cannon & Lidl**

Another UK company having charcuterie success is Cannon & Cannon, a deli, food hall and catering supplier. This innovative charcuterie producer has consumers tucking into its duck, lamb and wild rabbit salamis.

Now it's taking its winning formula, and joining forces with discount supermarket chain Lidl. This charcuterie partnership will focus on British-sourced charcuterie products which are under-represented.

The new range will support British produce and farming, offering high-quality meats from producers in Scotland, Wales, Cornwall, Kent, and Yorkshire, to their local markets.

## **Vegan charcuterie**

Vegan charcuterie boards are gaining in popularity. Hellenic Farms, based in the US, offers a fig salami made from figs, peppers and dried fruits and nuts. While the Spanish company Don Gastronom, sells a range of plant-based charcuterie.

Demand for plant-based alternatives will increase, and there's a lot of potential to innovate with taste and flavours in this sector. Customers are engaging in vegan food and drink with more gusto, especially the younger demographic.

## **Scottish charcuterie**

Scotland already has a range of well-established charcuterie producers. Great Glen Charcuterie, specialises in producing charcuterie using only wild Scottish venison. Peelham Farm produces organic and free-range based charcuterie made from pork, sheep and beef. And Edinburgh's East Coast Cured Scottish Charcuterie and Ayrshire's, The Scottish Charcuterie, add to the list of great cured meats coming out of Scotland.

There's even more potential to expand this niche market here - as Scotland's remote landscape is ideal for marketing authentic charcuterie. Charcuterie made in Scotland, with a Scottish stamp, will always find a home both here and overseas.

# Innovation support for Scottish food and drink companies

Make Innovation Happen is a single source of innovation support for businesses involved in the Scottish food and drink supply chain.

Scotland Food & Drink, Scottish Enterprise and Highlands & Islands Enterprise work in partnership across academia, the public sector and the industry to deliver a comprehensive innovation support service.

Make Innovation Happen can help your business by providing:

- [Access to 'connectors'](#), who can offer support, advice and mentoring, as well as direction to appropriate support
- Ideas and insights on how to innovate through articles and events
- Funding through the [Collaborative Innovation Fund](#)
- Help to access other innovation services provided by Scottish Government, [Scottish Enterprise](#), Highlands & Islands Enterprise, Interface and others

To find out more about the support available, please get in touch with the Make Innovation Happen team:

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