

SCOTTISH FOOD & DRINK

Sat 2 September *to* *fortnight*
Sat 16 September

Retailer Toolkit

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SCOTTISH FOOD & DRINK fortnight

Sat 2 September to
Sat 16 September

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.





Why get involved?

This is one of our nation's biggest food and drink celebrations. It is a perfect opportunity to engage your customers in the work that you do to fill shelves with products from their region and from across Scotland.

Recent research* shows that:

72% of Scots buy local produce and support local economies

66% of Scots shoppers believe that Scottish produce is better quality than other options

53% of Scots are willing to pay more for Scottish produce

39% of Scots want clearer signposting of Scottish produce

29% of Scots want to be made aware of new or less well-known Scottish produce

Getting involved in Scottish Food & Drink Fortnight not only shines a spotlight on Scottish producers, it allows you to tap into the commercial power of provenance and build on your customer relationships.

*The Knowledge Bank Research May 2021 & August 2022, 56 Degree Insight and The Union "Mood of the Nation Study", October 2022.

How to get involved

This toolkit offers some initial ideas for how to get involved in the campaign, and how the team at Scotland Food & Drink can help.

Our ask is that you use Fortnight as a time to shout about the Scottish produce that you have on your shelves, the importance of supporting our local businesses and the benefits of buying local and Scottish food and drink.

Possible activities in store and online could include:

- A promotional space at the front of stores and aisle ends dedicated to Scottish produce, with region-by-region spotlights
- In-store tasting sessions with Scottish producers
- Competitions - get your customers involved to vote for their favourite Scottish product you stock
- Producer spotlights and case studies in magazines and across online channels
- Host a Meet The Buyer event with us during Fortnight





Campaign help

We're here to help, so if you are planning on running a campaign during Fortnight please contact us to let us know:

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Working with our Regional Food Groups and Ambassadors

Scotland Food & Drink is working closely with our regional groups and ambassadors this year. A number of regional food groups are organising events, festivals and initiatives to showcase their region's finest food and drink.

Our ambassadors will be heading out and about, gathering content to use online that shows their region's produce, and most importantly how customers can get their hands on it.

If you are interested in finding out more about our regional campaigns and how you could work with the groups and ambassadors, please contact jenefer@foodanddrink.scot.



Have you tried...



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How Scotland Food & Drink can help

We've arranged a series of assets 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'll be promoting your activities on there, as this will be the home for all Fortnight activity.

We'll also map out a social schedule to help promote your activities ahead of time and during the Fortnight. All Fortnight activities are promoted by Scotland Food & Drink, reaching our social followers of over 66,000 people across 4 profiles.

Thank you for your support of the Scottish Food & Drink Fortnight and we look forward to seeing your promotions and activity in September.

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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You can also find us at:

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