

**SCOTLAND**  
**FOOD & DRINK**

**2022/2023**  
**Members' Events Calendar**

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Membership at Scotland Food & Drink has so much to offer. Not least, it gives you access to a whole range of events and activities designed to help you create sustainable growth for your business. To make sure you don't miss out we have pulled together a comprehensive calendar of events all in one place.

To register for any of the following events, simply email us at **events@foodanddrink.scot** or get in touch with your business development manager. We also have a range of packages including early bird discounts and reduced prices for members.

Some of the following events may be re-scheduled so please do sign up for our fortnightly e-newsletter which will give you the most up-to-date information.

**If you're not yet a member, please contact Denis Sweeney at [denis@foodanddrink.scot](mailto:denis@foodanddrink.scot) and we look forward to seeing you at an event soon.**



# May

## 2022

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### Affiliates forum

Online

Date: **May**

We will be hosting an online forum to update affiliate members on our activities and discuss some of the key issues facing the sector.

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### The Brewers Association of Scotland/Scottish Distillers Association

Online forums

Date: **May**

The online forums with TBAS and SDA will provide the platform for members to share experiences, plan future activity to grow and maximise sales, and listen to how both associations are responding to current challenges and sourcing new market opportunities.

### Sourcing Scotland

Date: **Tuesday 31 May**

Venue: **Perth Concert Hall**

Sourcing Scotland is a new national event designed to grow sales of Scottish produce by bringing together buyers and suppliers to do business across the retail, hospitality and independent sectors. If you're looking to grow your business beyond your local area, then come along and meet the people who can propel you to greater heights.



# June

## 2022

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### Showcasing dinner London

Date: **June**

We will be hosting the first of our bespoke Scottish-themed dinners in London to showcase the very best in both Scottish business and produce to a range of chefs, buyers, distributors and influencers.

These specially curated events offer a unique platform to promote and share our outstanding quality, provenance, welfare and sustainability credentials.

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### Leadership dinners/lunches Regional

Date: **June**

Our invite-only working lunches and dinners provide a great opportunity for you to hear about the current challenges and opportunities facing the industry. These events, hosted by our leadership team, are relaxed and conducted in an atmosphere of informality to keep the conversation flowing.

### Learning journey – retail and wholesale: London

Date: **June**

The retail market in London presents a huge opportunity for Scottish suppliers but understanding the best routes to market, the dynamics, shopper behaviour and future trends is critical. We will be taking a number of Scottish food and drink businesses on a fact-finding mission to meet specialists who have first-hand experience of navigating these markets and maximising returns. We will be inviting interested parties to get in touch very shortly.



# July

## 2022

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### Imbibe Trade show London

Date: **4 – 5 July**

Taking place at Olympia London, this is a key event for anyone who produces or supplies drinks in the UK. If you are looking to amplify your distinct brand and story, gain market share and grow your business by meeting the right buyers, distributors and influencers, then exhibiting at the Scotland Food & Drink stand could be the catalyst you need.

If you would like to exhibit on the Scotland Food & Drink stand then register your interest at [events@foodanddrink.scot](mailto:events@foodanddrink.scot)

# September

## 2022

### Industry strategy member engagement event

Date: **Various**  
Venue: **Across Scotland**

Given the challenges facing the industry it can be difficult to think long term with cast-iron accuracy.

But we think it's more important than ever for us to do just that and chart a path for recovery and growth over the next decade. We intend to host forums across the country so we can hear directly from you, and we would encourage you to attend and help shape how we support and develop this great industry.

### Speciality Fine Foods Trade Show London

Date: **5 – 6 September**

Taking place at Olympia London, this trade show attracts an exceptional audience of food and drink buyers looking to source the latest in speciality, artisan and high-quality food and drink. We will have a dedicated Scottish pavilion, so if your target customers are independent retailers, food halls, restaurants, hotels, and farm shops, then exhibiting here should serve up significant opportunities.

### Scottish Food & Drink Fortnight

Date: **2 – 16 September**

Scottish Food & Drink Fortnight takes place every September and is the perfect platform for our industry to showcase our incredible produce and the passionate people behind it.

With 2022 being Scotland's Year of Stories, we'll be reaching out to the whole of the UK, and getting our international team involved too. This will mean telling the story of the brilliant producers, brands, retailers and individuals who go out of their way to promote, sell and serve Scottish food and drink.

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

### The Excellence Awards

Date: **Thursday 8 September**  
Venue: **Edinburgh International Conference Centre**

The Scotland Food & Drink Excellence Awards recognise and reward the very best of Scottish food and drink. The awards are open to all Scottish food and drink companies whose products are produced, processed and packaged in Scotland.

This year we are back in person at the Edinburgh International Conference Centre, and you can join us there too. To book a seat, table, or to enter an award go to [excellenceawards.foodanddrink.scot](http://excellenceawards.foodanddrink.scot)



**SCOTTISH**  
**FOOD & DRINK**  
*fortnight*

SCOTLAND FOOD & DRINK  
**& Excellence**  
**Awards 2022**

# October

## 2022



### Sector-specific Meet the Buyer England

Date: **October**

We will be delivering a bespoke sector-specific 'Meet the Buyer' event in October where we will be inviting suppliers from a pre-agreed category to showcase their produce and meet buyers from London and the South East. We will use insight and data to help us identify the first category. If it proves as successful as we expect it to be, we will then extend the initiative across other categories.

### Industry conference

Date: **3 October**

Venue: **Assembly Rooms, Edinburgh**

After a two-year break due to you-know-what, our industry conference is back. Join us at the Assembly Rooms, George Street, where we will be welcoming industry leaders to discuss what the future holds for the Scottish food and drink sector, and the role we'll play in shaping it.

### Sourcing Scotland: Local

Date: **October**

We will be transforming our Scotland-wide event, Sourcing Scotland, into a series of smaller, more intimate events targeting local and regional opportunities for producers. We will run these in partnership with our Regional Food Groups and they will follow a similar model to the national event, with the chance to showcase your products and secure 1-2-1 meetings with buyers. We will publish details of the first three events which will be held from October to December.



# November

## 2022

### Sourcing Scotland London

Date: **November**

We are planning to take our successful Sourcing Scotland model on the road to London and deliver our largest showcasing event to date outside of Scotland. Our flagship event will showcase the very best of Scotland across all our sectors and we will facilitate a series of 1-2-1 meetings with buyers across retail, food service, wholesale, online, and independent traders. Recruitment for the event will begin in the summer, so look out for more information.

### Meet the Wholesaler Scotland

Date: **November**

Following our successful event in Dunblane, we will be running a second one in November, bringing together producers and buyers from right across the wholesale sector. The event will stick to the same successful format as before, with opportunities for producers to showcase their products directly to buyers as well as engage in a series of business-focused 1-2-1 meetings.

### Learning journey – food service and wholesale London

Date: **November**

The food service market in London presents a huge opportunity for Scottish suppliers but understanding the best routes to market, the dynamics, consumer behaviour and trends is a critical next step. We will be taking a number of Scottish food and drink businesses on a fact-finding mission to meet specialists who have first-hand experience of navigating markets and maximising returns. We will be inviting interested parties to get in touch over the summer.

### Scotland Food & Drink AGM Online

Date **3 November**

Our CEO James Withers and Chair Lucinda Bruce-Gardyne take an insightful look back at the year and its impact on Scottish food and drink. Join us for an informative and frank examination of 2022 with a critical analysis of what we can expect and prepare for in the next 12 months.



### Sourcing Scotland Local

Date: **November**

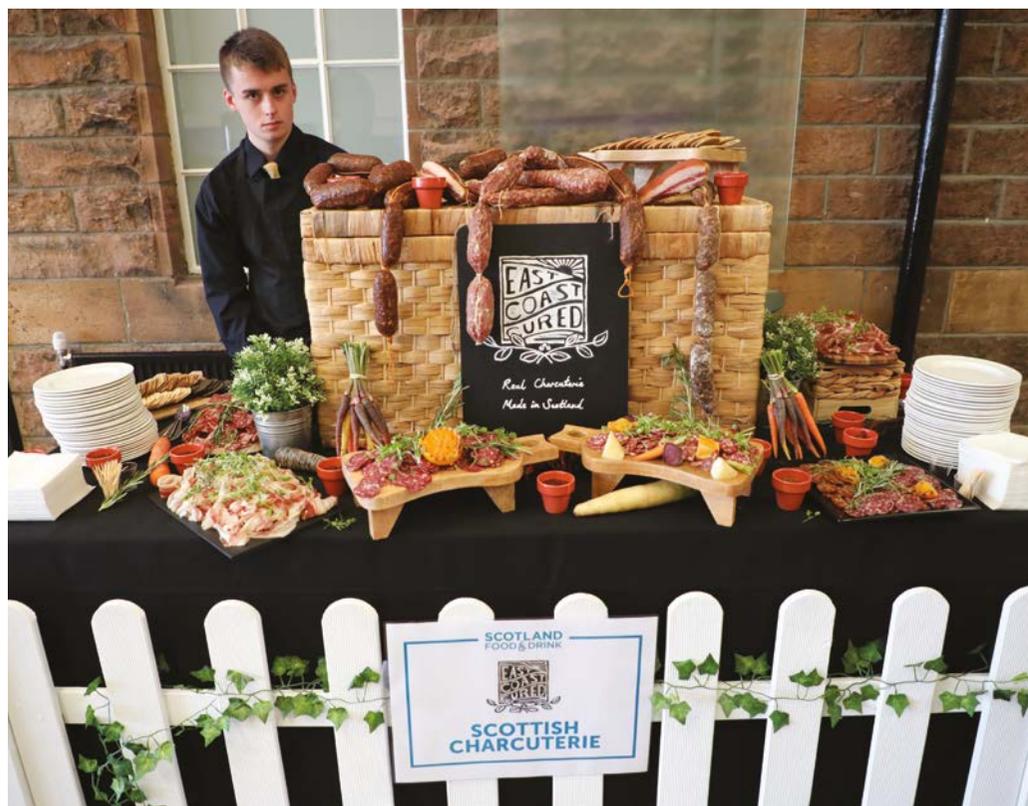
Our second Sourcing Scotland event will target buyers from the local area and further afield. More information on the location will be published over the summer.

# December 2022

## Meet the Convenience sector Scotland

Date: **December**

There are over 5,000 convenience stores across Scotland and there are significant growth opportunities for Scottish suppliers to sell more products into this channel. This bespoke event will introduce more producers to a raft of buyers from all across the convenience sector.



# 2023

## Trade Show

Date: **January – April 2023**

We will be making plans this year to have a significant Scottish presence at some of the key trade shows in early 2023. This includes the International Food & Drink Event in London in March, and the Food and Drink Expo in Birmingham in April, both of which will attract high quality buyers from numerous sectors. Our team is attending both shows this year to help ensure we maximise Scotland's visibility and presence in 2023.

## Sector-specific Meet the Buyer

Date: **February**

We're hoping to host a second sector-specific Meet the Buyer event in February. These smaller, more intimate events enable us to showcase the very best of a particular category or sector and target respective buyers.

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