

ONE YEAR ON...

Amanda Brown, Project Director at The Knowledge Bank

In the 12 months since we launched The Knowledge Bank, I have been overwhelmed with the positive reaction we've had from across Scotland's food and drink sector, who are using the services we provide to drive their businesses to bigger and better things. There's still a lot of work to do and businesses to engage with, but we're hoping this will continue as we enter year two.

The food and drink sector is still feeling the pinch of the pandemic but our insights have already helped businesses of all sizes across the food and drink sector to evolve. The creativity and resilience of our food and drink heroes is astounding, and we're proud to be supporting them.

The Knowledge Bank is the first time we've launched a service like this in Scotland, with the scale and capacity to lead the way for Scotland's food and drink sector. Any business in the sector needs to be market and consumer driven, but we're aware that many don't have the resources or expertise in house to be able to undertake their own research. Our insights can help with that gap in knowledge, whether it's for a smaller business or larger ones and The Knowledge Bank has a range of resources that can be accessed for free if you're a food and drink business in Scotland.

We set this up with a clear goal – to create a central point for anyone involved in the food and drink industry in Scotland to have access to a range of reports, events and bespoke market and industry insight to help grow their businesses. The sector is worth around £15 billion every year to Scotland and employs around 119,000 people, so it's imperative they have these tools available to help grow this vital part of our economy.

These insights and market intelligence have been and will be key to helping food and drink businesses of all sizes build resilience, grow sustainably, and differentiate their offering in the domestic and global marketplace. Understanding the opportunities that are out there and having a deep understanding of consumer trends is essential for success.

During the last 12 months, we've worked with intelligence companies such as Kantar, Nielsen, IGD, The Food People, Trendwatching and Global Data and others to commission specific research to benefit Scottish companies. The range of insights we've been able to offer ranges from

data on health and wellness trends, insights on eating out post pandemic, provenance, grocery and category market insight, consumer behaviour to deep dives on specific opportunities such as sustainability and e-commerce as well as looking to the future trends.

We have been able to share these insights through webinars and in-person events. By informing businesses about the latest trends we also believe that they are better able to create opportunities for collaboration and growth.

We'll continue to build on this as we enter year two. Our new website is about to launch, offering subscribers a bank of information to help them find the best opportunities for their business. At the heart of what we do is turning data, research, knowledge and intelligence into actionable insights that businesses can put to practical use.

This information would previously have been unavailable to businesses, or if so, with a cost. All the hard work over the last year has ensured food and drink businesses across Scotland have been able to access valuable insights for free, and we'll continue to do this. This has been made possible with funding that The Knowledge Bank received from the Food and Drink recovery plan funded by The Scottish Government and executed by the Scotland Food & Drink Partnership.

If you're part of the food and drink supply chain in Scotland and interested in gaining access to the wealth of data we have available, email us at info@theknowledgebank.scot.

THE KNOWLEDGE BANK

Delivered by
**Scotland Food & Drink
Partnership**

Amanda Brown

Project Director, The Knowledge Bank

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