

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

Affiliate Toolkit

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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.





Why get involved?

This is one of our nation's biggest food and drink celebrations. It is a perfect opportunity to engage your customer and client base and shine a light on how you collaborate with those in the food and drink industry.

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.

Possible activities to plan for Fortnight include

- A case study on some of your food & drink clients and their success stories
- Blogs, thought leadership pieces or whitepapers for food and drink businesses
- If you work in supply chain, a focus on the regions you work in and how you help get products from producer to plate
- Social media campaigns to get your audiences and team members out and about, trying local produce and falling in love with Scottish food and drink





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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Senior Communications & Marketing Manager
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Linda Chirnside

Affiliate Business Development Manager
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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 there. It will be the home for all Fortnight activity.

We'll also share your planned activity on our social media accounts, 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.



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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

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)

[Visit our site here](http://www.foodanddrink.scot)