How to enhance your event with Scottish food and drink

A TASTE FOR EVENTS
Visitors to Scotland spend over £1/2 billion on food and drink every year.

The right choice of food and drink can change a good event into a great one.

Research clearly shows that visitors want to enjoy fresh, local Scottish produce and are willing to pay more for it.

Good quality, Scottish food and drink will make money for events.

Many of our visitors are attracted to Scotland by our rich variety of events that showcase our cultural, sporting and natural heritage.

Visitors can spend up to £20 a day on food and drink at events.

Research clearly shows that visitors want to enjoy fresh, local Scottish produce and are willing to pay more for it.
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Each year over 15 million visitors enjoy holidays and short breaks in Scotland and spend over £4 billion. Just over 80% of our visitors come from the UK and they account for over two thirds of all visitor spend in Scotland.

Detailed surveys tell us what these visitors spend their money on. Their biggest expenditure item is accommodation; second is food and drink. Food and drink is a vital element of the overall visitor experience of Scotland and, in total, our visitors spend well over £½ billion a year on eating and drinking.

VisitScotland research shows that over 70% of visitors to our country say they want to enjoy traditional dishes, regional specialities and fresh, local produce while they are in Scotland,

Even better, the majority of visitors say they are prepared to pay a little more for locally produced Scottish food as they expect it to be fresher, better tasting and to give them a more genuine feel for the area they are visiting.

More detailed research undertaken by Scottish Enterprise through the Experiencing Scotland project indicates that, on average, visitors are willing to pay between 7-8% extra for fresh, quality, local Scottish food.

There is a clear business opportunity for both tourism businesses and producers across Scotland to increase their income by offering visitors more quality, local produce. This guide aims to help event organisers, tourism businesses and food producers to make the most of this outstanding opportunity.
Events are a crucial part of what attracts visitors to Scotland. Each year, we host literally thousands of events of all shapes and sizes ranging from one-off international sporting events and the world’s largest annual arts festival, to quirky, special interest events organised by communities and local enthusiasts.

Last year, EventScotland alone supported 105 individual events that collectively attracted almost 2 ½ million visitors. Events that reflect our strong sporting, cultural and natural heritage continue to grow in number and scale across the whole of Scotland.

There has never been greater local and visitor interest in events as we move towards 2014 when Scotland will host the Ryder Cup, the Glasgow Commonwealth Games and Homecoming 2014. As part of the build up to 2014, 2012 has been designated the Year of Creative Scotland and 2013 the Year of Natural Scotland. New funding programmes and support initiatives are in place to help event organisers, businesses and communities make the most of these once-in-a-lifetime opportunities.

Food and drink is an integral part of events and a profitable source of revenue for most event organisers. Research shows that, on average, visitors spend over £10 on food at all day events. This figure rises to around £20 a day at events like music festivals where visitors stay overnight.

Good food and drink increases overall visitor spend at an event by encouraging people to stay longer and spend more. It also enhances an event’s reputation, making it more likely to attract repeat visitors year on year and to be recommended to others.

However, events tend to lag behind other tourism sectors like restaurants and visitor attractions in providing fresh and local produce. There are major opportunities for events to enhance their visitor experience by offering more local Scottish food and drink to their hungry visitors.

This guide will discuss how event organisers can work more closely with food producers to each other’s mutual benefit and will highlight some specific examples of successful partnerships between events and food.
HOW TO SOURCE LOCAL, SCOTTISH PRODUCE

IT’S NEVER BEEN EASIER

THERE ARE MANY WAYS TO SOURCE FRESH SCOTTISH PRODUCE FOR YOUR EVENT. HERE’S AN ILLUSTRATION OF JUST SOME OF THE OPTIONS WITH MORE DETAILS ON EACH ON THE FOLLOWING PAGES.

SCOTLAND FOOD & DRINK
www.scotlandfoodanddrink.org
Scotland’s most comprehensive database of local producers and suppliers.

LOCAL HOTELS, RESTAURANTS AND SHOPS
The food experts on your doorstep.

PRODUCER GROUPS AND FOOD NETWORKS
Producers working together to offer a range of food and drink through one source.

FARMERS’ MARKETS
The food success story of the last 10 years.

PROFESSIONAL CATERERS
Let the professionals help you.
Scotland Food & Drink is the leadership organisation for the food and drink industry in Scotland. It aims to grow the value of the industry to £12.5billion by 2017 and build Scotland’s reputation as a ‘Land of Food and Drink’.

SF&D’s website www.scotlandfoodanddrink.org includes a free to access Buyers’ Guide to over 1,300 Scottish producers. You can search this Buyers’ Guide by area or food sector to source fantastic Scottish produce from across the country.

The website offers a one-stop-shop for information on producers and suppliers across Scotland and a new showcase featuring event-ready producers has also been developed. Other SF&D projects which can benefit your business or event include Access to Markets and INSIGHTS.

In the past, Scotland Food & Drink has given help and advice to event organisers, working with events as diverse as the World Pipe Band Championships in Glasgow and Orkney International Science Festival to enhance the appeal and profitability of their food and drink offer.

For more information about Scotland Food & Drink and how it can help your event, visit the website at www.scotlandfoodanddrink.org or email Fiona Richmond at fiona.richmond@scotlandfoodanddrink.org.
Often the best help in enhancing your event’s catering offer is available right on your doorstep, through the support of local businesses who sell food and drink every day of the week.

Details of such businesses can usually be easily accessed through Local Authorities, Chambers of Commerce, Traders Associations and other local networks. You can contact businesses through a personal approach, advertising or editorial coverage in local media, or by taking up recommendations from other event organisers or local people.

Fringe by the Sea is a week-long festival of comedy, music, literature and film that has taken place in North Berwick during August for the past four years. It now attracts over 7,000 visitors a year to its five venues.

In 2011, the event organisers set up a food marquee at North Berwick Harbour where visitors were offered tasty local produce prepared and served by the Waterside Bistro, a local restaurant. Dishes ranged from hog roast rolls with crackling and homemade apple sauce to strawberries and cream.

The local Belhaven Brewery provided headline sponsorship for the festival and worked with local bar, The Ship Inn, to offer an excellent range of local beers, as well as local ciders from Thistly Cross, in a Spiegeltent close to the food marquee.

In addition, the Scottish Seabird Centre, North Berwick’s most popular visitor attraction, hosted a Cabaret Cafe with catering provided by their own in-house team, who work with numerous local suppliers and producers as a matter of policy.

The result was a range of outlets professionally run by experienced local businesses who provided high quality, local food and drink that helped to create a festival-style atmosphere. The Fringe by the Sea organisers are now planning a range of new facilities and activities for future years to make food and drink an even stronger selling point of the festival.

Further details of Fringe by the Sea can be found at www.fringebythesea.co.uk.
For many event organisers, one of the easiest ways to provide good quality local food and drink is through working with one of Scotland’s many local producer groups and food networks, which bring producers together to work in partnership. Such groups and networks enable event organisers to work with a variety of local producers through one central contact.

The first Rewind Scotland music festival was held at Scone Palace, Perth in 2011. Having previously run a number of Rewind festivals in England, the organisers knew the type of visitor they would attract to hear top name, eighties music acts and set out to offer them a wide variety of “Posh Nosh” and theme bars.

Rewind Scotland worked closely with Perthshire Farmers and Producers, which was established by Jim Fairlie and Anne McGhee of JimFairlie@Logiealmond in 2010. Jim and Anne recognised the opportunities to sell their produce to visitors enjoying the growing number of events taking place across Perthshire and brought together other top local producers to attend events as diverse as the T in the Park music festival, the ETAP Caledonia cycle race and the European televised Rally of Scotland.

Jim and Anne worked with award winning local chef, Graeme Pallister of 63 Tay Street, to develop innovative menus for these events that included dishes like Shepherd’s Pie with minted peas, spicy beef broth, Moroccan lamb sausage and beef and mutton steak pies – all using and promoting produce from Jim and Anne’s own farm and other Perthshire suppliers.

There are producers groups and food networks all over Scotland. The Scottish Agricultural College have produced a “Food Networks Guide”, which can be downloaded at http://www.sac.ac.uk/mainrep/pdfs/foodnetworksguide.pdf.
The growth in popularity of farmers’ markets has been one of the success stories of Scottish food and drink, demonstrating the increasing public interest in Scottish produce and its origins. Over fifty regular markets are now held across Scotland from Langholm to Lerwick, and many of them work actively with local events to showcase their produce to wider audiences.

**Huntly Hairst Food & Farming Festival** grew out of a local Halloween festival and is now held on the first weekend in September. It incorporates guided walks, bike trails, crafts, live music and quirky fun events like a Pigeon Plucking Contest and the World Stovie Championship.

The regular **Huntly Farmers’ Market** is a showpiece element of the Hairst and the Farmers’ Market Association is one of its main sponsors. Several of the Hairst organisers are regular stall holders at the market and, during the Hairst, the market expands to a total of almost 40 producers selling everything from handmade chocolates to game pies.

The Farmers’ Market is complimented by a separate Food Demonstration Tent and a Craft Market, as well as a host of food related events in imaginative venues across the town. The weekend ends with a gourmet supper cooked by a guest chef using produce from the market.

Huntly Hairst aims to promote the links between the food we eat and the landscape and place it comes from. Food writer, Joanna Blythman, visited the Hairst in 2008 and described Huntly as “turning itself into a food lover’s destination” with the farmers’ market, “a persuasive showcase for the staggeringly high-quality produce this area has to offer”. More information is available at [www.huntlyhairst.co.uk](http://www.huntlyhairst.co.uk).

Details of farmers’ markets in your area can be found on the [Scottish Association of Farmers’ Markets](http://www.scottishfarmersmarkets.co.uk) website at [www.scottishfarmersmarkets.co.uk](http://www.scottishfarmersmarkets.co.uk).
Many event organisers prefer to contract professional caterers to handle all aspects of their food and drink offer. This enables them to concentrate on organising their event secure in the knowledge that experienced professionals will make sure their visitors enjoy top quality produce.

Prestige Scotland is one such professional caterer, who works with events and event venues as diverse as The Open Championship, Glamis Castle and Hampden Park Stadium.

Stephen Frost is Prestige Scotland’s Executive Chef and a passionate enthusiast about the quality of Scottish food and drink. He says,

“Every event is different and can require different types of catering for different types of visitors. At the Scottish Open Championship we can be working with suppliers to feed tens of thousands of spectators wanting something quick, informal but tasty as they follow the golfers round the course, or a dozen corporate hospitality guests who sit down for a few hours to enjoy a fine dining experience.

“Events need to know their customers and the type of food and drink they will want. However, we do find that most event organisers actively want something Scottish on their menus.

“There are opportunities for producers to sell their produce to professional event caterers and we want to work with the very best suppliers who appreciate the high standards we require. It can take up to a year of discussions for us to include a new producer to our list of suppliers, but we value close, long term working relationships with quality producers of all sizes”.

Further details about Prestige Scotland, including how to work in partnership with them, can be found at http://www.prestigescotland.co.uk/corporate/default.aspx.
As an event organiser, you must be guided by the people who come to your event. You need to know as much as possible about them. You want to know details like:

- **How many people come to your event?**
  (500, 5,000, 50,000?)

- **What kind of people are they?**
  (couples, families, teenagers, “mature” people?)

- **Where do they come from?**
  (local residents, people holidaying in the local area, people from outwith the local area?)

- **Why do they come to your event?**
  (specific interest, just looking for entertainment, happen to be passing by?)

- **How long do they stay at your event?**
  (1 hour, half a day, a whole day, longer?)

Customer information such as this can help you to decide:

- **How many food and drink outlets do you need to provide on-site?**
  (The more visitors you attract and the longer they stay at your event, the more outlets you are likely to need)

- **What kind of food and drink you need to offer?**
  (Will visitors want hot food to eat on site, cold prepared food to take away, or a mix of both? If you attract a lot of families, what kinds of food and drink do you need to provide for children?)

- **How can you best present your food and drink offer?**
  (Could you bring all food and drink stands together in a “Food Village” area? Should you spread food and drink stands throughout your event site?)

Once you have clarified these issues in your own mind, you’re ready to provide information to attract producers and caterers to your event.
Once you know what your customers are likely to want, you are ready to draw up a Specification for producers and caterers at your event. This should advise them about the opportunities to participate in your event, what you can provide for them and what they need to do to book a stand or space. A specification could include:

- **Background to the event** – visitor numbers, types of visitors, length of visitor stay etc.

- **Food and drink priorities for your event** – hot food eaten on site, pre-prepared food to take away, local produce, healthy options, children’s menus, unique products etc.

- **The number of catering outlets you will permit at your event and where they will be located** – producers and caterers will want to quantify their business opportunity.

- **If possible, indicative figures for typical gross takings at catering outlets at your event (based on past events)** – provides helpful guidance for new producers/caterers.

- **Sizes and types of catering stands available** – different types of producers/caterers will need different sizes and types of stands. Someone cooking on-site will probably need more space than someone selling cold, pre-prepared produce.

- **Costs of catering stands** – will you charge a flat stand fee or operate on a commission on sales basis (normally 20-30% commission)? Will a commission agreement be linked to a minimum guarantee payment to the event organiser (a common practice)?

- **Costs of support infrastructure such as power and water** – include technical details of what can be supplied e.g. 32 Amp Single Phase power supply, communal or dedicated standpipes for water etc.

- **Payment terms** – when should producers/caterers make pre and post event payments?

- **How producers/caterers should apply to attend your event** – do you have Registration Forms you want them to fill in? What backup documentation do you require in terms of licences, certificates etc? How do you want to receive applications – email, post etc?

- **Timescales for submitting applications to attend your event and for responding to applications and issuing contracts.**
Good communication is key to successful partnerships between event organisers and producers/caterers. An event organiser can maximise the impact of a local produce offer by providing the producer/caterer with clear advice and guidance on what will happen and what to do during the event. This could include guidance on issues such as:

- When stand holders can get access to the event site to set up.
- What accreditation they will require to be allowed on to the site - you may want to provide passes in advance of the event.
- How many vehicles they will be allowed on site to deliver stock and where they can be parked during the event - it is normally helpful to allow at least one vehicle to be parked close to each stand.
- When facilities such as power and water will be switched on.
- What equipment you require producers/caterers to bring with them - for example, if you are offering stand space on a commission basis, you may require tills that record sales.
- What kinds of promotional materials are likely to be most effective for producer stands - banners, A-frame menu boards etc.
- What arrangements are in place for waste removal and recycling.
- How you expect stand holders to tidy up at the end of the event - you may want to draw up an Event Waste Policy.
- What feedback you will request from stand holders after the event - you may have a standard survey form that you ask them to complete.

- When final payments should be made after the event.

This level of planning can appear daunting, but risks and challenges can be overcome by clear and timely two-way communication. Talk, listen, negotiate and agree.
Here are some of the things you will need to do.

ENSURE YOU HAVE ALL RELEVANT LICENCES

Licensing requirements will vary with each type of event but could include a Liquor Licence, a Street Traders Licence, a Market Operators Licence and permission for Road Closures. Your Local Authority can advise on which licences your event will need. But don’t leave it to the last minutes. It can take up to 10 weeks for licence applications to be processed and approved.

BE AWARE OF LEGAL REQUIREMENTS

Again, these will vary with each type of event and your Local Authority Environmental Services Department will be able to provide guidance. You can probably expect to need to cover legislation in areas such as Food Hygiene, Health & Safety at Work, Fire Safety and Disability Discrimination.

CARRY OUT A RISK ASSESSMENT

The importance of this cannot be over-stated, but risk assessment need not be overly complex. The Health and Safety Executive provide clear and concise guidance on risk assessments at www.hse.gov.uk/risk/index.htm.

Any contractors or caterers you work with should also carry out their own risk assessments and you should ask for copies of these.

HAVE ADEQUATE INSURANCE IN PLACE

You should always have public liability insurance to cover you against any claims made by visitors to your event. You may also want insurance cover for property and equipment and for cancellation or abandonment. Contact your insurance broker well in advance and aim to have all insurances in place at least 2-3 months before your event.
PLANNING YOUR EVENT

WASTE MANAGEMENT AND SANITATION

Events can have a big impact on the environment and food waste can be particularly messy. You need to minimise this. Your Local Authority Environment Services will be able to advise and assist you in areas such as waste management and recycling and may be able to supply facilities like litter bins and recycling points. They can also help with clean water supplies, drainage, toilet provision etc. Again, liaise with Environment Services well in advance of your event and be aware that there will be costs to waste management and sanitation facilities.

MAKE YOUR EVENT AS GREEN AS POSSIBLE

More and more people are taking an active interest in environmental issues and you can make your contribution to environmental protection by making your event as green as possible. EventScotland provide guidance and ideas on developing greener events at www.eventscotland.org/funding-and-resources/greener-events/

MONITOR AND EVALUATE YOUR EVENT

How will you know if people have enjoyed your event and the food and drink on offer if you don’t ask them? Evaluation will give you information that you can use to develop your event, attract new producers and caterers, and generate support from local communities and funding agencies. Tourism Intelligence Scotland have produced “Listening To Our Visitors”, a practical guide to evaluation that can be downloaded for free by registering at www.tourism-intelligence.co.uk.
You’ve done all the right things to ensure your visitors are offered top quality local, Scottish food and drink at your event. You’ve planned in advance. You’ve invited local producers to take part in your event. You’ve obtained all the necessary licences and insurances. 

There’s one more thing to do. Tell your visitors about your food and drink. Don’t keep it a secret.

Research carried out by Scottish Enterprise through the Experiencing Scotland initiative shows that, while most tourism operators do provide quality local Scottish produce, many forget to tell their customers about it.

Visitors want to know the stories behind the food and drink they are enjoying. They want to know where it comes from and how it got to their plate or glass.

You can add to your visitors’ enjoyment of your event by:

- Highlighting your event’s food and drink offer on all promotional materials including websites, tweets and media releases. That might tempt a few more people along.
- Highlighting local produce on event signage, menu boards and on-site promotional media.
- Encouraging producers to promote their participation in your event to their customers and to bring along their own promotional materials that visitors can take away with them.
- Making sure staff and volunteers are geared up to answer questions about the local food and drink on offer.

Now tell the world!
The 2011 World Pipe Band Championships were held in Glasgow in August and attracted 35,000 spectators and 8,000 pipers and drummers from 12 countries.

The organisers recognised that their event has a distinctly Scottish flavour that they wanted reflected in the food and drink it offered to visitors and competitors.

The Championships worked with the Federation of Chefs Scotland and Scotland Food & Drink to create a Flavour of Scotland area where, to quote the event website, “top local chefs will take to the stage to prepare inspirational, traditional dishes in partnership with local producers.”

The Food from Argyll producers group helped to set up a Traditional Scottish Food Market where top quality producers sold a variety of culinary delights including Loch Fyne Oysters, Kingcross Pork and Winston Churchill Venison. Beside the food market was a Real Ale Bar and Whisky Bar stocked and staffed by Fyne Ales and Springbank Distillery.

A final innovation was the Flavour of Scotland Food Theatre, where five top Scottish chefs showcased recipes using produce from Food from Argyll in demonstrations held throughout the day from 1000 to 1600. Recipes included Braised Shin of Beef with Vegetables, Wild Mushroom Risotto Cake and Roast Shellfish Spaghetti. Even better, visitors were able to sample the dishes after each demonstration.

The World Pipe Band Championships demonstrate how local Scottish food and drink can be used to add to the flavour and enjoyment of a uniquely Scottish event. Full details on the Championships can be found at www.theworlds.co.uk.
Orkney International Science Festival first took place in 1991, making it the world’s second science festival. The Festival is held in early September – the same time as Scottish Food and Drink Fortnight. Therefore, there was an obvious opportunity to link up with Orkney’s many high quality producers to provide festival visitors with unique flavours of the islands.

Links with local producers have developed over the years and Scotland Food & Drink have provided active support to enhance the food and drink elements of the Festival for the 3,500 attendees.

Food plays an important role from the very outset of the Festival as the official opening incorporates an Islands Produce Buffet. Thereafter, a daily One O’Clock Toast celebrates an Orcadian science pioneer with an Orkney fare lunch. Other events include an Old Orkney Banquet that includes delicacies like Arctic char, North Ronaldsay mutton and Orkney fudge cheesecake; a “Bere, Beer and Boardhouse” bus tour that visits a local mill and brewery; and a tour of Highland Park – the most northerly distillery in Scotland.

Local hotels and restaurants offer Orkney fare throughout the week of the Festival to ensure that visitors have both their minds and taste buds fully stimulated.

Orkney International Science Festival demonstrates how quality local food and drink can complement and enhance an event that, at first glance, has little to do with eating and drinking. However, imaginative programming and effective partnership working has made local produce a valuable part of the Festival experience. Log on to www.oisf.org for full details.
Baxters Loch Ness Marathon and Festival of Running is a mass participation event that attracts over 8,300 runners from 32 different countries and an additional 10,000 spectators. 2011 was the event’s 10th anniversary and it has grown to incorporate a River Ness 10K, a 10k Corporate Challenge, a 5K Fun Run and a Wee Nessie Run for pre-school children.

The internationally renowned Scottish food company, Baxters, provide title sponsorship for the event and host a Pasta Party on the evening before the marathon, where participants can enjoy a carbohydrate packed meal, dance to a local band and get fully prepared with the help of on-hand physios.

Scotland’s Highland Spring, are the event’s official water sponsor supplying drink stations throughout the Marathon and 10K routes. Lucozade Sport are the official energy drink sponsor and also provide energy drinks along the route.

In 2010, the event received support from EventScotland’s International Events Programme and moved to a new, larger finish area at Inverness’ Bught Park, where a dozen local producers took part in a Highlands Food & Drink Fayre showcasing the best of local produce through tastings, demonstrations and by selling their ready-to-eat produce to the public. The Baxters Food & Drink Fayre has now become an integral, core element of the event.

Baxters Loch Ness Marathon & Festival of Running raises funds for over 40 charities including many local community groups and is an example of an event working with food and drink companies who recognise the sponsorship advantages of being associated with an international event attracting so many people. Full details can be found at www.lochnessmarathon.com.
In the beginning, Dundee Flower Festival was a horticultural event where participants competed to win prizes and go forward to national horticultural shows. In the 90s, the organisers recognised the growing interest in food and eating and decided to combine the Flower Festival with a food event.

As a result, the Festival has grown into a three-day event that now attracts 1,000 exhibitors, 200 trade stalls, 60 food and drink producers and up to 25,000 visitors, two thirds of whom travel from outside Dundee. High profile celebrity chefs take part in a three day programme of free cookery demonstrations that complement and add to the appeal of the flower displays and the presence of celebrity gardeners.

The Festival is very active in developing partnerships with local schools and features a children’s activity marquee with over 800 exhibits. In 2011, the Festival worked with the historic Dundee Bakers Trade to run competitions with college students and secondary school pupils.

In 2010, support from EventScotland enabled the Festival to introduce The Heritage Kitchen, a dedicated area showcasing the best of local produce. In 2011, the Festival hosted the first World Championships – a joint promotion with Blairgowrie & East Perthshire Love to Eat project, which aimed to find the world’s best raspberry jam. This attracted entries from around the world and was won by Trisha Gagnon from British Columbia.

Dundee Flower & Food Festival shows how an event can grow in appeal through innovative use of food and drink and the on-going introduction of new elements. Log on to www.dundeeflowerandfoodfestival.com for more information.
HELP AT HAND

THERE ARE MANY SOURCES OF HELP, ADVICE AND SUPPORT IF YOU ARE PLANNING OR ORGANISING AN EVENT. HERE ARE BRIEF DETAILS OF JUST SOME OF THEM.

EVENTSCOTLAND

The national events agency works to build Scotland’s reputation as a leading destination for sporting and cultural events. It’s National Events Programme offers investment and support to events that take place outside Edinburgh and Glasgow, and it’s “Event Management - A Practical Guide” publication is a step-by-step guide to all aspects of event planning, organisation, management and marketing. It can be downloaded free of charge at http://www.eventscotland.org/funding-and-resources/event-planning-resources/event-management-a-practical-guide/

EXPERIENCING SCOTLAND

This national initiative is funded and managed by Scottish Enterprise and provides detailed research information on the opportunities to increase visitor spend on food and drink through local sourcing. It also offers one-to-one diagnostic support to eligible events and tourism operators to help them enhance their food and drink offer. Full details are available at www.scottish-enterprise.com/your-sector/food-and-drink/foodanddrink-how-we-can-help/experiencing-scotland.aspx.

SCOTLAND FOOD & DRINK (SF&D)


SF&D manage Scottish Food & Drink Fortnight which takes place every September. Visit www.scottishfoodanddrinkfortnight.co.uk for full information and ways in which participation can benefit your business or event.

TOURISM INTELLIGENCE SCOTLAND (TIS)

This national initiative provides a host of information and practical guides about different market opportunities for Scottish tourism. TIS have produced two guides on “Food & Drink Experience in Scotland” and “At Your Service – A Practical Guide to Delivering the Best Food and Drink Experience in Scotland”. These are packed with market intelligence, practical insights and top tips, and can be downloaded free by registering on the TIS website at www.tourism-intelligence.co.uk.
LOCAL AUTHORITIES

Many Local Authorities have dedicated Events Officers who can provide support and guidance and, in some cases, funding. A number of authorities have produced detailed Event Planning Guides that outline all the different things you should think about and give key local contacts. If you want to check how your Local Authority can help your event, log on to their website. Most sites have a search facility on their home page. Type in “Event Planning” to access information on what support is available in your local area.

FOOD ACCREDITATION SCHEMES

There are a number of food quality assurance schemes managed by Scottish Food Quality Certification, including Quality Meat Scotland, Scottish Quality Cereals and the Scottish Organic Producers Association. These provide independent quality guarantees and event organisers may want to insist on producers providing relevant food quality certification. Full details of these schemes can be found at www.sfqc.co.uk.

PROVENANCE ON A PLATE

This Scottish Government initiative provides a toolkit to clarify legal requirements and best practice guidelines for food and drink origin information on menus etc. This toolkit can help event organisers provide clear and accurate information that assists visitors to make informed decisions about what they eat. The toolkit can be downloaded at www.provenanceonaplate.co.uk.

EATSCOTLAND

EatScotland is a national food accreditation scheme run by VisitScotland that recognises and promotes food and drink businesses offering excellence and quality. VisitScotland’s Food and Drink website at www.visitscotland.com/foodanddrink features all the places that have achieved EatScotland accreditation. It is a helpful source of information on all aspects of food and drink in Scotland and can assist event organisers to source local caterers, hotels and restaurants with whom they could work.

NATIONAL CATERERS ASSOCIATION (NCASS)

The NCASS website incorporates a database of caterers, most of whom operate mobile units that attend public events. This database can be searched by region and has almost 60 Scottish contacts. The website also has an Event Organiser Area that provides helpful guidance on working with professional caterers. The site can be accessed at www.ncass.org.uk.
This guide has been produced by the organisations outlined below.

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Photographs on pages 4, 13 and 18 courtesy of Iain McLean. Photograph on page 9 courtesy of Charlotte Snowden Photographs.

Every effort has been taken to ensure the accuracy of all information in this guide, which is based on details supplied in good faith. The editors cannot accept responsibility for any changes, errors or omissions.

If you have any comments or suggestions about this guide, or want to tell us about your experience so this can be built into future editions, please contact EventScotland at www.eventscotland.org or info@eventscotland.org.