Promoting the Provenance of your Food and Drink
for Visitor Attractions
Taste Our Best is VisitScotland’s certification scheme to recognise and celebrate businesses that provide and promote locally sourced quality food and drink.

Research has shown that sampling local produce is one of the top activities undertaken by visitors to Scotland. Visitors will pay up to 15% more for food from Scottish origin and businesses promoting Scottish produce typically enjoy up to 20% higher sales.

A Taste Our Best award can help you stand apart, attract more customers and improve your bottom line as it makes it easy for visitors to identify your business as one which delivers the very best Scottish food and drink experience.

A key part of the Taste Our Best award is ensuring your customers can easily identify the Scottish produce you use in your offering, which they’ll be looking out for. To achieve this, information on where the Scottish products you use are from and its producers should be clearly promoted. The provenance information (where it has come from) of the Scottish produce you use can be added to the descriptions of individual items on your menu, or alternatively you could promote this in a separate provenance statement (examples are provided in this guide).

For more information on the full requirements to achieve Taste Our Best please download the appropriate criteria document from visitscotland.org/taste-our-best.aspx.

**Top Tips**

- For main dishes on your lunch and/or dinner menu to count towards the award, both the key ingredient and a second element/ accompaniment (e.g. vegetables, sauce, stuffing, etc.) need to be Scottish sourced.

- Information provided to your customers should focus on the provenance and producers of the products you are sourcing not just information on your supplier. For example your meat supplier may be a Scottish company, but the range of meat products they provide could be sourced in Scotland or elsewhere. The focus is on where the primary product is sourced, or if it is made by a Scottish company (e.g. jams, baked goods).

- Don’t forget about your desserts and make sure to promote the Scottish eggs, and dairy products, like butter and cream, you may have used in the making.

- Make sure to promote the provenance of the ingredients on all your menus as appropriate (e.g. lunch and dinner menus). The assessors will be considering dishes on both your A La Carte and Specials menus.

- The story of your Scottish provenance can be told in many different ways. Be original, use maps, photos, board displays, the front page in your menu, a tent card on your tables or anything else you think will illustrate the Scottish products in your menu.
Provenance Statements

A provenance statement should include provenance details for the produce and products you use and could be added to your menu or made visible to your customers alongside your menu (e.g. table tent cards, on black boards, etc.).

An effective way could be to use a combination of both the menu and provenance statement. Promote the provenance of your key ingredients in your menu descriptions and also have a provenance statement with more detail on the full range of produce you use.

The more you can help your customer learn about the producers and the background and story of where the food they are eating comes from the better. By helping your customer understand the quality and provenance of the products you use, you can justify a price premium on some products and services.

It is also a great opportunity to promote all your region has to offer and provide your customers with a taste of Scotland.

Examples

You will find a number of examples of how to promote provenance in this document, from provenance statements to menu descriptions, for breakfast and dinner. The examples are designed to provide you with some ideas to help you and find the most suitable way to promote the Scottish food and drink used in your business. The examples are based on businesses who have achieved the Taste Our Best award.

<table>
<thead>
<tr>
<th>Example</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Café Menu with provenance promoted in menu descriptions and brief statement</td>
</tr>
<tr>
<td>#2</td>
<td>Menu with provenance as part of the menu description</td>
</tr>
<tr>
<td>#3</td>
<td>Provenance Statement</td>
</tr>
<tr>
<td>#4</td>
<td>Menu with integrated provenance statement</td>
</tr>
<tr>
<td>#5</td>
<td>Breakfast menu with provenance as part of the menu description</td>
</tr>
<tr>
<td>#6</td>
<td>Provenance Displays</td>
</tr>
</tbody>
</table>

If you would like specific advice or to discuss any changes you have made to increase the promotion of the Scottish provenance, please email your menu and your provenance statement, if relevant, to customerservices@visitscotland.com. One of our Quality team will get back to you with relevant feedback.

Additional Advice

You may find the ‘Provenance from Producer to Plate’ (www.thinklocalscotland.co.uk/Provenance_from_Producer_to_Plate.pdf) toolkit useful, which provides more guidance on legal requirements and best practice guidelines for food and drink origin declarations on menus, which helps to provide clear and consistent information to consumers when eating out.

To find Scottish producers in your area you can visit the Scotland Food and Drink Showcase (www.scotlandfoodanddrink.org/showcase.aspx) website or you can visit your nearest Farmers’ Market or Farm Shops (www.thinklocalscotland.co.uk) and see what is available in your area and make connections with local producers.

The Taste Our Best scheme is being promoted extensively throughout the Year of Food and Drink Scotland 2015 (www.visitscotland.org/year-of-food-and-drink.aspx) and beyond; find out how you can get involved and utilise our free marketing tools.
**Example Café**

**Freshly Prepared Soup**
Made with fresh Scottish Vegetables
Served with our homemade bread

**Daily Specials**
Choices from the blackboard

**Sandwiches**
Freshly prepared sandwiches served on our home baked bread open or traditional with a salad garnish

- Coronation Chicken
- Chicken Mayonnaise
- Chicken
- Gloagburn Free Range Egg Mayonnaise & Chives
- Smoked Ayrshire Ham Salad
- Smoked Ayrshire Ham & Chutney
- Isle of Mull Cheddar & Chutney
- Roast Scottish Beef & Mustard*
- West Coast Poached Salmon with Cucumber & Dill Mayonnaise*
- North Atlantic Prawns & Marie Rose Sauce*

**Baked Potatoes**
Served with salad garnish

- Isle of Mull Cheddar
- Homemade Coronation Chicken
- Chicken Mayonnaise
- West Coast Poached Salmon with Cucumber & Dill Mayonnaise*
- North Atlantic Prawns & Marie Rose Sauce*

**Baked Isle of Mull Cheddar Soufflé**
A light cheese soufflé made with Gloagburn free range eggs and Isle of Mull Cheddar served with a salad garnish

**Homemade Chicken Liver Pate**
Served with our award winning Oatcakes or Toast, our Apple, Date & Pepper Chutney

**Farmhouse Salad**
Strips of Hugh Grierson organic chicken, lettuce leaves, boiled Gloagburn egg, tomato, cucumber and beetroot salad dressed with Summer Harvest Scottish Rapeseed oil Lemon Dressing and served with home baked bread and butter.

**Homemade Scones**
Cheese, Fruit or Plain

**Daily Special Scone**
Both of the above are served with butter and our own homemade Scottish Raspberry jam or served with Jam and cream

**Home Baking**
A selection of homemade cakes and tray bakes all made freshly in our kitchen using Gloagburn eggs and Graham’s Dairy products.

- Carrot Cake • Apple & Almond Cake • Meringue Malteser Cake • Millionaire Shortbread
- Rocky Road • Empire Biscuit • Fruit Loaf
- Gingerbread • Shortbread

**Selection of Puddings**
Graham’s Dairies Ice cream, Cream or Custard can be served with desserts

**Ice Cream**
Graham’s Dairies Ice Cream Selection
1 scoop each of Strawberry, Chocolate and Vanilla

**Eton Mess**
Graham’s Dairies Ice Cream, Meringue, Scottish Strawberries and Cream

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**All our chicken is from Hugh Grierson Organics in Perthshire; our Eggs from Gloagburn Farm in Perthshire and Dairy products from Graham’s Dairy in Stirlingshire.**

**Provenance of other Scottish ingredients outlined in the menu as appropriate.**
In the example below, the produce of Scottish provenance is bolded for illustration purposes only. Please note desserts which are made with the Scottish eggs and dairy, and indicated as such, are also counted.

**STARTERS**

- **Haggis**, neeps and tatties with a peppercorn and thyme jus
- Soup du jour with focaccia
- **Orkney Coquilles St Jaques** - Scallops with Mornay sauce and duchess potatoes
- Aged **Fife steak** tartare with chilli jam, smoked shallot purée and quail’s egg
- **Scottish smoked salmon** tartare with textures of beetroot and watercress mousse
- **Shetland mussels** with white wine, cream, garlic and garden herbs
- **Scottish Pigeon breast** with **Stornoway black pudding**, chutney and pomegranate dressing
- Organic **Scottish Clava brie** with our own toasted sourdough and wild mushroom fricassée

**SALADS**

- Caesar salad (add chicken or **Minick’s Scottish rump steak**)
- Tomato salad with basil and balsamic onions
- Seared chicory salad with **Blue Murder cheese** and soaked prunes
- Green salad

**SOMETHING DIFFERENT**

- Stovies with **Black Isle beef** short-rib, spiced tomato sauce and **Scottish oatcakes**
- Poached **Shetland haddock** with Welsh rarebit, creamed potatoes and **Arran mustard** sauce
- Chicken Balmoral with creamed potatoes, wild mushroom fricassée, neep purée and whisky and peppercorn jus
- Beetroot and apple tartlet with Organic **Scottish Clava brie**, artichoke purée and **Ayrshire new potatoes**

**FROM THE GRILL**

Our beef is hand selected by our Executive Head Chef (**name of chef**), who works alongside local artisan butcher Stuart Minick to ensure we serve only the highest quality of **local aged Scotch beef**. **Vegetables and potatoes are of Scottish provenance** when in season. All our **fish** is caught from sustainable **Scottish sources** wherever possible.
**STEAKS**

- Served with café de Paris butter
- Served with a selection of vegetables and potatoes

- Rump 225g
- Ribeye 225g
- Fillet 170g
- **Puddledub Buffalo** Sirloin 280g

**FISH**

- Served with a garden herb butter
- Served with a selection of vegetables and potatoes

- Market Fish
- **St Andrews Bay Lobster** (seasonal)
- Monkfish on the bone
- **Loch Tay** Salmon

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**THE ULTIMATE BURGER**

Prime **Scottish steak** burger 170g topped with Welsh rarebit, made with **Isle of Mull cheddar**, in a brioche bun, with tomato chutney and handcut chips.

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**DESSERTS**

All desserts and sauces are made in house by our chefs. All **dairy products and eggs used to create the dishes are of Scottish origin.**

- **Sticky toffee pudding** with **butterscotch sauce** and **Luvian’s vanilla ice-cream**
- Today’s **crumble** with **Luvian’s ice cream** or **pouring cream**
- Clootie dumpling with **Chantilly cream** and berry compote
- Iced banana **parfait** with honeycomb and **butterscotch sauce**
- **Irn Bru crème brûlée** with **Luvian’s rhubarb sorbet**
- Selection of award winning **Luvian’s ice-creams** and sorbets
- Chef’s assiette of desserts
- Selection of **Scottish cheeses**
Taste Our Best Example #3 - Provenance Statement

Taste Our Best

At Example Business, we take pride in our cooking and using the best produce from across Scotland. We are delighted to have achieved VisitScotland’s Taste Our Best accreditation as recognition of our sourcing policy and the quality food and drink we provide.

Below is a summary of the provenance of the produce used in our menus, where possible and in season.

Fish and Seafood
Our seafood is hand-picked & delivered by Campbell’s. Fresh from Scrabster and Peterhead fish markets, landed from boats fishing in the North Sea and the Atlantic Ocean. Shetland smoked salmon, that’s smoked over whisky barrel chips to the Campbell’s traditional recipe. All fish is ordered daily by our Chef and his team to ensure you enjoy the freshest produce the Scottish seas have to offer.

Meat
Scotland’s pastures and butchers, provide us with the finest in Aberdeen Angus steak, Highland lamb, and Border pork. Charles McLeod’s Stornoway black pudding is a favourite, Simon Howie’s bacon and breakfast sausages from Scottish Pork are always used. We get the famous haggis from Paisley’s W.P. Tulloch and T & R Skinners of Kippen supplies us with specially made sausages from a variety of Scottish meat, like pork, beef, and venison.

Fruit and Vegetables
When possible and in season, we source Scottish vegetables, from Perthshire & Lothians, Albert Bartlett Rooster potatoes from Airdrie.
Our seasonal local soft fruits & berries are from Perthshire and Fife.

Dairy and Eggs
We use a wide range of Scottish Cheeses such as Isle of Mull cheddar and Lanark Blue, a blue sheep’s cheese, as well as organic Clava brie and Crowdie from Connage Highland Dairy.
Dairy products like milk, cream and butter are from Graham’s Dairy.
We use free range eggs from Glenrath Farm in the Borders.

Preserves and Honey
We use Scottish jams and Scottish honey.

Bread and Baking
Our cakes, scones, and desserts are made in house with Scottish eggs and dairy.
Our bread is baked by Breadwinner Bakery in Edinburgh and our Oatcakes are from Wooleys of Arran.

Complementing our food are the impressive locally sourced ales, beers and whisky.
Our Produce

At (name of business) we care passionately about where our food comes from and are proud to be able to showcase some of the best local and Scottish food producers. We work closely with these handpicked producers ensuring that we can offer you the finest local and seasonal produce. We are also lucky enough to have our very own home grown produce from our family farm next door at (name of farm).

When in season, we use Scottish fruit and vegetables, with our farm supplying all our strawberries, rhubarb, tomatoes, baby gem lettuces, herbs, salad leaves and peas in our café. We only use Scottish meat in our café and this is supplied by our local butcher, Scott Brothers. All our chicken is supplied by Braehead Foods and is of Scottish provenance. Our fish and seafood is from George Campbell and Son who supply us only with fish and seafood landed in Scottish waters.

All dairy produce such as butter, milk and cream is from family run business Graham’s Dairy. Our crisps and ice cream is from Mackies of Scotland. Other suppliers are Luvians of Fife for additional ice-cream flavours and Ochil Foods committed to supplying the best Scottish game and artisan produce.

Breakfast Menu

9AM-12PM 7 DAYS

Traditional Scottish Breakfast
Grilled bacon, sausage (2,6), black pudding (2,6), tomato, mushrooms, baked beans (2,6) and fried egg (4), served with tea or coffee, toast (2,6) and jam

Scrambled Eggs with Scottish Smoked Salmon
Freshly scrambled free range Scottish eggs (4) with Scottish smoked salmon (5)

Granola, organic yoghurt and seasonal fruit (2, 7)

Sweet Porridge (2,6)
Made with Scottish oats and topped with jam, marmalade or Scottish honey

Breakfast rolls with any fillings from the Traditional breakfast (2,6,12)

Light Bites

Hot Open Ciabattas (2)
Angus Beef Minute Steak with Sautéed Onions (1)
Roast Vegetables with Goat’s Cheese (7)
Grilled Chicken with a Lemon Mayonnaise and Baby Gem Lettuce (4)

Closed Sandwiches (2)
Tuna and Red Onion Mayonnaise (5, 4)
Scottish Smoked Salmon and Cream Cheese (5, 7)
Scottish mature Cheddar and Chutney (7)
Coronation Chicken (4, 9, 12)
Angus Roast Beef and Horseradish (9)
Honey Roast Ham with Fresh Tomatoes and Arran Mustard (9)

All Ciabattas and sandwiches served with salad, coleslaw and Mackies crisps (1, 2, 4, 5, 7, 9)
Taste Our Best Example #4 - Menu with integrated provenance statement - continued.

**Salads and Main Dishes**

Free Range Soft Boiled Scottish Eggs with Citrus and Cold Press Rapeseed Oil Dressing Salad (1, 4, 10)

Goats Cheese, Candied Walnut and Orange Salad with Balsamic Glaze (1, 10, 7)

Scottish Flaked Hot Smoked Salmon and Prawn Salad with Marie Rose Dressing (1, 4, 5)

Braised Angus Beef and Inveralmond Brewery’s Blackfriars Ale Pie with Crisp Butter Pastry (2, 6, 7, 14)
With seasonal vegetables and creamed potatoes

East Coast Haddock Fillet in a Crisp Batter (2, 4, 5, 7)
With minted peas, chips & tartar sauce

Spiced Sweet Potato, Cream Cheese and Sundried Tomato with Butter Pastry Strudel (2, 7, 4)
With tomato and vegetable Provençal

Roast Chicken with Creamed Savoy Cabbage and Fondant Potato (7)
With Madeira and tarragon Café au Lait sauce

Homemade Angus Beef Burger with Smoked Streaky Bacon, Smoked Kintyre Applewood Cheddar and Chips (7, 14)
With baby gem lettuce, beef tomato, chips and coleslaw

Twice cooked Hatton Farm Pork Belly filled with Stornoway Black Pudding (7, 9, 14)
With a Bubble and Squeak mash and an Aspall cider jus

**Homemade Desserts**

Apple and (name of farm) Rhubarb Crumble (2, 4, 6, 7) With Free Range Egg Custard

Poached (name of farm) Berry Pavlova (4, 7)
With Chantilly Cream

Milk Chocolate Cheesecake (2, 7)
With Luvians of Fife honeycomb ice cream

Sticky Toffee Pudding (2, 6, 7)
With Mackies vanilla ice cream and a rich toffee sauce

Selection of Scottish Artisan Cheeses (1, 2, 6, 12)
With apples, grapes, chutney and oatcakes

In order to make it easier for our customers with allergies and food intolerances to make safe food choices we have clearly labelled each dish with the key allergens it contains. Please see the list of 14 possible allergens below. Please speak to our staff if you have any questions.

**List of Allergens**

1. Celery
2. Cereals containing gluten. Wheat (such as spelt and Khorasan wheat/ Kamut), rye, barley and oats, often found in foods containing flour
3. Crustaceans. Crabs, lobster, prawns and scampi
4. Eggs
5. Fish
6. Lupin
7. Milk
8. Molluscs. Mussels, land snails, squid and whelks
9. Mustard
10. Nuts
11. Peanuts
12. Sesame Seeds
13. Soya
14. Sulphur Dioxide
All Day Breakfast Menu

Our local butcher, Simon Howie, provides our bacon, sausages & black pudding which are made using the best Scottish meat.

Orange, Grapefruit or Tomato Juice

Selection of Kellogg’s Cereals or freshly made Porridge with Scottish Oats

Full Grill Options
Boiled, Scrambled or Poached Scottish Free Range Eggs from East Neuk
Grilled Pork Link & Beef Sliced Sausages
Scottish Smoked Back Bacon
Grilled Tomato, East Lothian Sautéed Mushrooms, Baked Beans & Fried Bread

Or

Continental Selection
Platter of Howie’s Smoked Ham, Isle of Mull Cheddar, and Caboc, a Scottish Double Cream Cheese
Served with Croissants & Crusty Rolls made by our local Tower Bakery

Fresh Fruit, including Perthshire Berries when in season &
Natural Rowan Glen Yoghurt

Brown & White Toast served with Homemade Scottish Berry Preserves and
Scottish Heather Honey from Heather Hills Farm

Scottish Blend Tea, Herbal Teas, Freshly Brewed Fair Trade Coffee

We are committed to serving quality Scottish produce prepared with care and delivered with passion.
Taste Our Best Example #6 - Provenance Displays

You can tell your customers the story of where the food you are serving comes from in different ways. You could use maps, photos, board displays, tent card on your tables, etc. Below are just a few examples of how some businesses are using different options to promote the provenance of their Food and Drink.
Further advice

If you have any queries or would like further advice and support please contact our Quality Assurance team at customerservcies@visitscotland.com or call 01463 244 111.