Food and Drink Workshop

SSDA Conference 15 Mar 2022





Our Vision

Scotland is the best country in the world to own and run a food and drink company.

Why Choose Local?

To improve your proposition...

Why Choose Local?

Quality of experience through "value"

- Emotional value excitement, pleasure, relaxation and enjoyment
- Cultural value landscape, history, people, traditions, environment
- Economic value supporting producers, helping the local economy, value for money

Why Choose Local?

Many customers prefer local produce

- They plan trips around food & drink
- It enhances their experience
- BUT they often leave disappointed with what they had. The "expectation vs experience" gap.

Elevate the Experience

Authenticity & Provenance

"Tourists become satisfied with local food, buy more food, recommend the destination to others, re-visit destinations..."

"Local food and drink adds richness to the interaction when traveling – making something unique"

Create Memories & Stories

People place a higher value on experiences that:

Provide lasting memories and Stories they can tell.

The Power of Your Story

"local food and cuisine have been indispensable factors of the tourist experience and are often considered the best things to enjoy in tourism destinations"

"authenticity of local food promotes and guides the positive reputation of tourists. The positive word of mouth of tourists has become an intangible value.."

Barriers

- Structural distribution
- Cost
- Skills cooking, comms/marketing

Overcoming Barriers

- Re-examine what is possible
- Collaborate build relationships
- Communicate story and provenance
- Test and trial you know your customers

Example - Pie

- Jarvis Pickle
 - 39 Pie Awards
 - Wholesale
 - Use local produce (so the story is already half told)

Speaker One

Beth Webb

The Plough Inn, Wigtown





Celebrating the seasonal flavours of Galloway

Beth Webb, Head Chef and Owner







The Plough Inn

30 South Main Street, Wigtown

Est. September 2021

Restaurant & Wine Bar

4 Double en-suite B & B rooms

3 bed self catered apartment

Walled Garden



The downsides of sourcing from small, local suppliers

Time

Juggling more suppliers and deliveries

Navigating lack of infrastructure

Seasonal availability

Customer expectations

Price



Bespoke products

Unique experiences for your customers

Celebrating the seasonal flavours of Galloway! Steak (from grass fed, Machans raised, Barnbarroch beef) Popeye 1049/211.80 1389/213.70 1819/216.20 1959/216.90 Rump 2129/219 2629/222 4219/231.70 Sirloin $325_9/231$ $359_9/233.70$ Ribeye 347/234.30 $356_9/235$ Fillet $186_9/227.90$ $195_9/229$ Stack served with fries, fondant seasonal root veg and kale. Choose from garlic britter, peppercorn sauce or blue cheese sauce.







CHRISTMAS WREATH MAKING AT THE PLOUGH INN

1st December 6pm

\$40 per person includes a glass of mulled wine or mulled apple juice

Join Rebecca from Mountain Daisy Flower Farm for a sustainable wreath making class, using all natural and sustainably sourced materials

> To book your place, email beth@bontheroad.co.uk

Opportunities for collaboration

Cross pollinate customer base and followers

Dark Sky Spirits Lolliography Ninefold Rum We Make Pots Cream O Galloway Nithbank Country Estate Mountain Daisy Flower Farm

Support for local economy

Support start ups

Where to start...

Quick wins- drinks and long shelf products

Manage customer expectations

Shout about what you're doing

Be honest

Local fruit and veg, meat and dairy requires investment in infrastructure …

But the more local businesses demand it, the easier it will be to lever change

Speaker Two

Alastair Scoular – Five Kingdoms Brewery Isle of Whithorn

Five Kingdoms Brewery



Customer Demand

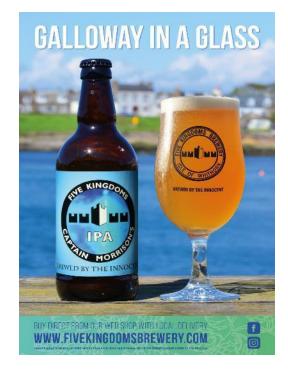


- Customers want a local product
- Trying local produce is part of the tourist experience
- Our beers often have a local story behind the name
- Impact of COVID
- Overall trend for quality and provenance in food and drink

Marketing

• GALLOWAY IN A GLASS

- The beer is a reflection on the area
- Selling the area not just the product



Practicality and Collaborative Working



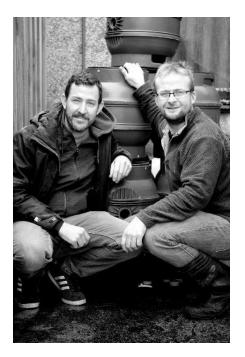
- Ease of use
- Local delivery
- Emergency deliveries
- Local point of contact
- Advantage of being small
- Possibility of bespoke local products
- Work with other local businesses

Economics

- Pays to stock local
- Local sells = increased sales
- Charge premium
- More popular = less waste



Local Employment



- Keep processes in house
- Employ people locally
- Support local economy
- Benefit everyone

Environmental

- Food miles
- 90% Scottish grain
- Waste malt recycled locally
- Developing new recipes to use solely UK hops
- Grow own hops
- Long term plan to build a new carbon neutral brewery



Thank you



Group Discussion 15-ish minutes

How can you help visitors to the South experience more of our amazing local food and drink?

In other words: What is in the way of having more local food and drink and how can we collectively overcome these obstacles?

10 Minutes in groups then feed back.

Thank you

joe@foodanddrink.scot

🕑 @scotlandfoodjoe 🖸