



WILSON'S

FARM AND KITCHEN

Lucy & Robert Wilson

# About Us

- Based at Cowbog farm, near Kelso and run by chef Lucy and farmer Robert Wilson.
- The Wilson family have been custodians of Cowbog for 85 years.
- One of the oldest pedigree herds of Hereford cattle in the UK.
- Field to Fork focused dining events with the emphasis on our own Beef, Lamb and Garden produce along with other local ingredients.
- Immersive experience with opportunity for farm tours pre dining introductions to the provenance of our menus, telling the story of the area and farm.
- Members of Scottish Agritourism Group.



# The Stables

- Renovated with the assistance of a LEADER Grant in 2016.
- Originally built for race horses.
- Facilities to host private events, our own set date events and groups of up to 50 (standing), and up to 30 seated.
- Online bookable events and private parties.
- Medium Sized Commercial Kitchen.
- Ladies / Gents / Disabled Loos.
- Using the historic features of the building and other old farm bits and pieces for décor!
- Heating System for winter.



# Wee Tin Bothies

- Re-purposed Grain Bins.
- Now only used in conjunction with our set date events.
- Private Dining with Fire Pit and Rustic Outdoor Seating.
- Off Grid.
- Great Sunsets and Views of the Countryside.
- Seat 8-10



# The Farm

- Beautiful location in the foothills of The Cheviots with views of the ruins of Cessford Castle.
- Scenic Riverside with varied Birdlife.
- Generally docile Hereford Cattle with opportunities for visitors to meet them safely.
- Large Kitchen Garden & Polytunnel.
- Conservation features.



# Our Food

- Dietary information taken at time of booking, otherwise a tasting menu format focused on quality and in season ingredients.
- Colourful, vibrant dishes to match the quirky surrounds.
- 'Foodie' customers who value the high provenance of our ingredients.
- Always aiming for style, substance and nourishing menus.



# Curry Nights

- One of the few good things to come out of Covid lockdowns!
- Still focused on the provenance of ingredients.
- With an introduction to the meal by Farmer Robert.
- Relaxed, fun and sociable.





# 25 Mile Events

Showcasing ingredients from within a 25 Mile radius of the farm





# Best Practice in Agritourism

- Our Guests care about the food on their plate and how it got there.
- Agritourism is about telling our story.
- Huge opportunity to tap into the trend for locally produced food.
- Create a welcoming, personal experience.
- Have good access and safety for your guests.
- Sustainability - think about how that applies to you.
- Simple food with good ingredients always wins - small menus featuring fresh, seasonal, local ingredients are so much better.
- Speak to your local your Environmental Health Officer for help if you are unsure.
- Become a Scottish Agritourism Member!



# Challenges

- Location
- Time - Work / Life Balance or lack there of!
- Largely weekend work
- Tenancy
- Current economic climate
- Staffing



# Top Tips

- Social media is your friend especially if PR agencies are unaffordable at present.
- Do a newsletter and share things about yourself to make it personal.
- Take lots of photos and then take more - create photo opportunities for your guests.
- Collaborate with other local suppliers and attractions to add value to your product.
- Get a good website and be online bookable.
- List on Visit Scotland - it's free!
- Expect to do a lot yourself to begin with.
- Don't expect everything to work well.



# What next?

- A few changes to our events / offerings going into year three
- Possible expansion of dining area
- Working toward Travel Trade visitors and more mid week work



## Where to find us...

- Online Bookable - [www.wilsonsfarmandkitchen.com](http://www.wilsonsfarmandkitchen.com)
- SSSA listed
- Visit Scotland Listed
- Trip Advisor
- Go Rural
- Social Media

