

Food and Drink Workshop

SSDA Conference
15 Mar 2022

SCOTLAND
FOOD & DRINK



Our Vision

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



A coastal scene featuring several fishing boats docked in a harbor. In the foreground, there are several lobster traps made of wooden frames and netting, some with blue floats. The sky is overcast with grey and blue clouds. The water is calm, reflecting the boats and the sky. A small orange building is visible on the right side of the harbor.

Why Choose Local?

To improve your proposition...

A coastal scene with fishing boats and lobster traps in the foreground. The sky is overcast and blue. The water is calm, reflecting the boats and the sky. In the foreground, several lobster traps are visible, made of wooden frames and netting, with blue and yellow floats. The traps are stacked and appear to be in a harbor or dock area. In the background, there are several fishing boats of different colors (red, white, blue) docked at a pier. The overall atmosphere is serene and suggests a traditional fishing community.

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

A coastal scene with fishing boats and lobster traps in the foreground. The sky is overcast and blue. The water is calm, reflecting the boats and the sky. In the foreground, several lobster traps are visible, made of brown netting and blue plastic. The traps are stacked and appear to be in a harbor or dock area. In the background, there are several fishing boats of different colors (red, white, blue) docked at a pier. The overall atmosphere is serene and somewhat somber due to the overcast sky.

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.

A woman in a blue apron is serving a plate of food to a group of tourists seated at an outdoor cafe. The cafe is located in a scenic area with a white stone building and a view of the ocean. The woman is smiling and looking down at the food. The tourists are looking at the food and talking to each other. The background shows a white stone building with an arched doorway and a view of the ocean under a blue sky.

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



Our D & G Suppliers



The downsides
of sourcing
from small,
local suppliers

Time

Juggling more suppliers and
deliveries

Navigating lack of infrastructure

Seasonal availability

Customer expectations

Price

The benefits of sourcing from small, local suppliers



Bespoke products

Unique experiences for your customers

Celebrating the seasonal flavours of Galloway!

Steak (from grass fed, Machars raised, Barntarroch beef)

Popeye	104g / £11.80	138g / £13.70	181g / £16.20	195g / £16.90
Rump	212g / £19	262g / £22	421g / £31.70	
Sirloin	325g / £31	359g / £33.70		
Ribeye	347 / £34.30	356g / £35		
Filet	186g / £27.90	195g / £29		

Steak served with fries, fondant seasonal root veg and kale. Choose from garlic butter, peppercorn sauce or blue cheese sauce.

The benefits of sourcing from small, local suppliers



Stories sell

Great content for social
media and blogs

Relationships with
suppliers

Staff benefits

The benefits of sourcing from small, local suppliers



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

The benefits of sourcing from small, local suppliers

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

GALLOWAY IN A GLASS

FIVE KINGDOMS
CAPTAIN MORRISONS
IPA
BREWED BY THE INNOCENT

FIVE KINGDOMS BREWERY
ISLE OF WHITTON
BREWED BY THE INNOCENT

BUY DIRECT FROM OUR WEB SHOP WITH LOCAL DELIVERY
WWW.FIVEKINGDOMSBREWERY.COM

Beer & bags available from 10am and to take away from our brewery. Tap at the Steam Packet Hotel on the Harbour.

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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

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 @scotlandfoodjoe 