

# INTRODUCTION



Welcome everyone!

Across Perthshire, we have a wealth of fantastic food, drink and tourism businesses.

What we do is incredibly important to the economy, local communities, the landscape of Perth and Kinross and Scotland as a whole.

As the majority of our organisations are small to medium sized, we don't often have the time to work together, fully assess our market potential, identify partnerships or share best practice and knowledge!

# WHO ARE WE?



We aim for our group to fulfil many roles:-

## **Education/careers**

Link with schools & conduct activities aligned with Developing the Young Workforce; promote food and drink as career of choice; inform & inspire locals about the food produced on their doorstep & encourage them to shop locally

## **Industry voice/advocacy**

Represent businesses, speak up for them, share knowledge from industry bodies

## **Ambassadorial function**

Made up of experts of our region with deep local, insider knowledge

## **Strategy development**

Some have developed, or are developing, local strategic plans to align with the national strategies of Ambition 2030 and the Perthshire Tourism Action Plan



**THE GREAT  
PERTSHIRE  
FOOD & DRINK  
FESTIVAL**

Great Perthshire

**Food & Drink Festival 2021**



# GREAT PERTHSHIRE FOOD & DRINK FESTIVAL



- Happens every year throughout September
- Easy for businesses to get involved - inclusive Festival that allows a wide range of businesses to participate
- Wide geographical base including rural and city center locations
- Dedicated website and social media presence and promotion
- Dedicated launch event
- Over 10 000 brochures distributed locally through newspapers and local iCentres
- Minimal cost to businesses to take part

# GREAT PERTHSHIRE FOOD & DRINK FESTIVAL



- 2021 is the 5<sup>th</sup> year the festival has been run
- In 2021 we had over 50 businesses listed
- There were also over 40 unique listings - a good mix of tastings, special offers, unique events and menus, as well as promotion of services such as tours and Neighbourfood.
- Respondents to a survey sent out reported that they had seen an increase in an awareness of their business and good uptake of offers and events.

# GREAT PERTHSHIRE FOOD & DRINK FESTIVAL



The Great Perthshire Food & Drink Festival was a success, with positive public comments and perception and businesses surveyed saying that overall the festival encouraged trade and events held were full and popular.

We collaborated with Christopher Trotter to hold a Great Perthshire showcase at the Scone Game Fair and there was a positive uptake by bloggers and press prior to and during the festival taking place.

# PLANS FOR 2022



**In the next 12 months, we plan to:-**

- **Establish a Committee**
- **Continue to build our social media presence and engage with press and utilize Tourism ambassadors.**
- **Complete and launch Perthshire Cook Book**
- **Enroll more businesses to group**
- **Define an education calendar**
- **Define a social calendar (networking, meet-ups, peer support)**

# PLANS FOR 2022

## Food trails:



- There has been continued crossover between outdoor providers and food & drink providers or linking businesses along long-distance walking/cycling trails e.g. River Tay Way or Loch Leven Heritage Centre.
- We are looking to promote links between possible EV/Ebike trails and local food & drink businesses with help from PKC. We also plan to promote and publish new food trails in the coming year and work closely with the local Perthshire Tourism partnership to train staff, advertise and endorse locally.





Contact details:

Sarah Russell – Great Perthshire Coordinator

[hello@greatperthshire.com](mailto:hello@greatperthshire.com)

01738 449 227

Website – [www.greatperthshire.com](http://www.greatperthshire.com)

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