



ADVICELINK



Promoting the Provenance of your Food and Drink
for Standalone Restaurants, Cafes, Pubs and Takeaways



Scotland's National Tourism Organisation
Buidheann Turasachd Nàiseanta na h-Alba

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, the key ingredient and a second element/ accompaniment (e.g. vegetables, sauce, stuffing, etc.) both 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. breakfast, lunch and dinner menus). The assessors will be considering dishes on both your A La Carte and Specials menus.
- Remember- in order to demonstrate seasonality, menus should be changed at least twice a year. It would be great if you have a previous menu available to show the Quality Advisor at your assessment.
- 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

In this guide you will find a number of examples of how to promote provenance for your breakfast and dinner, from provenance statements to menu descriptions. 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.

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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**.

Taste Our Best Example #1 - Dinner Menu with provenance as part of the menu description

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.

Taste Our Best Example #1 continued

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

Market Fish

St Andrews Bay Lobster (seasonal)

Monkfish on the bone

Loch Tay Salmon

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.

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**

Cloutie 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 #2 - 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.

Taste Our Best Example #3 - Menu with integrated provenance statement**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 #3 - 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 Aspull 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

- | | |
|---|---|
| <ol style="list-style-type: none"> 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 | <ol style="list-style-type: none"> 8. Molluscs. Mussels, land snails, squid and whelks 9. Mustard 10. Nuts 11. Peanuts 12. Sesame Seeds 13. Soya 14. Sulphur Dioxide |
|---|---|

Taste Our Best Example #4 - Menu with provenance promoted in menu descriptions and brief statement**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

*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.*

Taste Our Best Example #5 - Provenance as part of the menu description

In the example below, the produce of Scottish provenance is bolded for illustration purposes only.

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.



Our Provenance Statement

We endeavour to use Scottish and local suppliers for our produce as far as possible and are delighted to work with the following suppliers. If you would like more information on the provenance of our menu please ask a member of staff.

G. C. McINTOSH
High Class Meat Purveyor
Our meats are all of Scottish provenance and supplied by G.C. McIntosh butchers in Dufftown which is just 14 miles from here.

Graham's
the family butchers
Our dairy products and eggs are supplied by Graham's Dairy direct from our local depot in Nairn.

WILLIAMSON
FOOD SERVICE
Our fruit and vegetables are supplied by Williamson's who are based in Inverness and supply Scottish grown produce as far as possible.

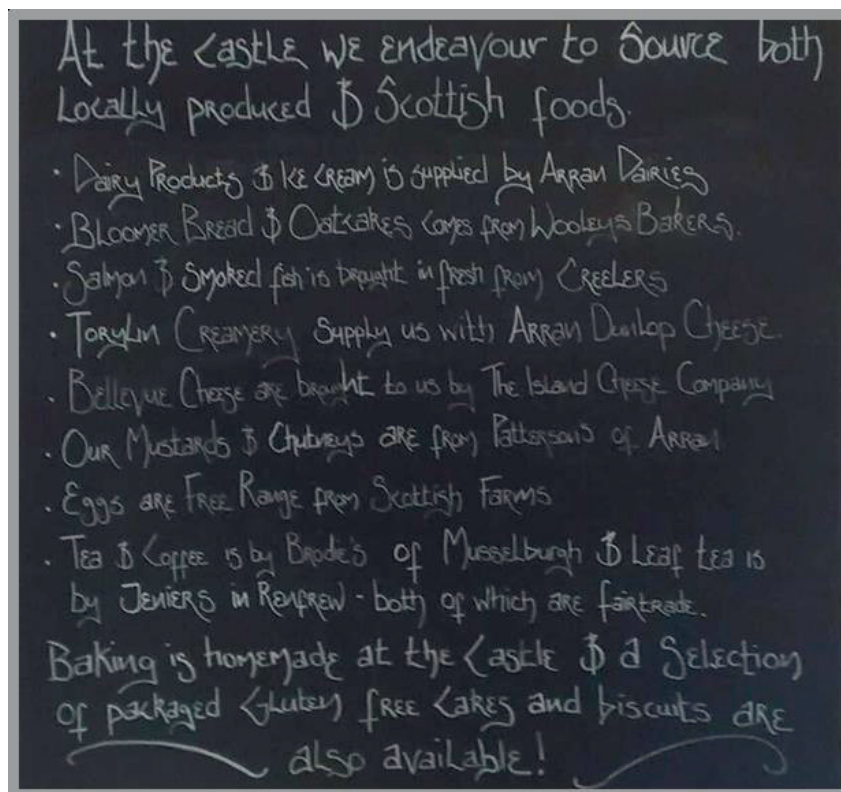
simpsons
Simpson's of Buckie produce our delicious The Glenlivet Single Malt Ice Cream.

STRUAN
apiaries
Struan Apiaries are based in Canon Bridge. Not only do they produce the 'The Glenlivet Single Malt Pickle' on our menu, they also produce our range of preserves and honey available to buy in our gift shop.

MacLean's
Our rolls are freshly delivered from MacLean's Highland Bakery, Forres.

Cobbs
We buy our range of Gluten Free cakes from Cobbs bakery in Drumnadrochit

CONNAGE
HIGHLAND DAIRY
Connage Highland Dairy in Ardersier produce some delicious Scottish Cheeses - try them in our Ploughman's lunch.



Taste Our Best Example #6 - Provenance Displays - continued.

GORDON & DUNWARD
Queen of Pies
 Everything for those with a sweet tooth, particularly if you have a hankering for Scottish goodies.

HIGHLAND FINE CHEESES LTD

 The Stone Family have been cheesemakers in the Highlands since 1821. Their range of fine cheeses is of world-class standards in the town of Tain.

ISABELLA'S PRESERVES

 An award-winning range of jams, marmalades and chutneys to complement and enhance the flavour of your food.

INVERAWE SCOTTISH OAK SMOKEHOUSE

 Start with the best, compromise nothing and success will follow.

BRAEHEAD FOODS

 We, Braehead Foods are committed to the highest level of Service, Quality, and Assurance giving you 'briave of mind'.

MACSWEEN OF EDINBURGH

 Macsween of Edinburgh is a third generation family company. Has been at the forefront of kippie and black pudding making for 102 years.

RANNOCH SMOKERY

 If you're looking for Scottish, local, farmhouse quality produce and value for money, Rannoch Smokery products tick all the right boxes!

THE ARGYLL SMOKERY

 Here we specialise in creating small handcrafted batches of our award-winning smoked foods.

BRODIES

 Our mission is, and always has been, to supply our customers with quality, fresh and healthy, freshly created and carefully blended in the traditional way.

DEAN'S

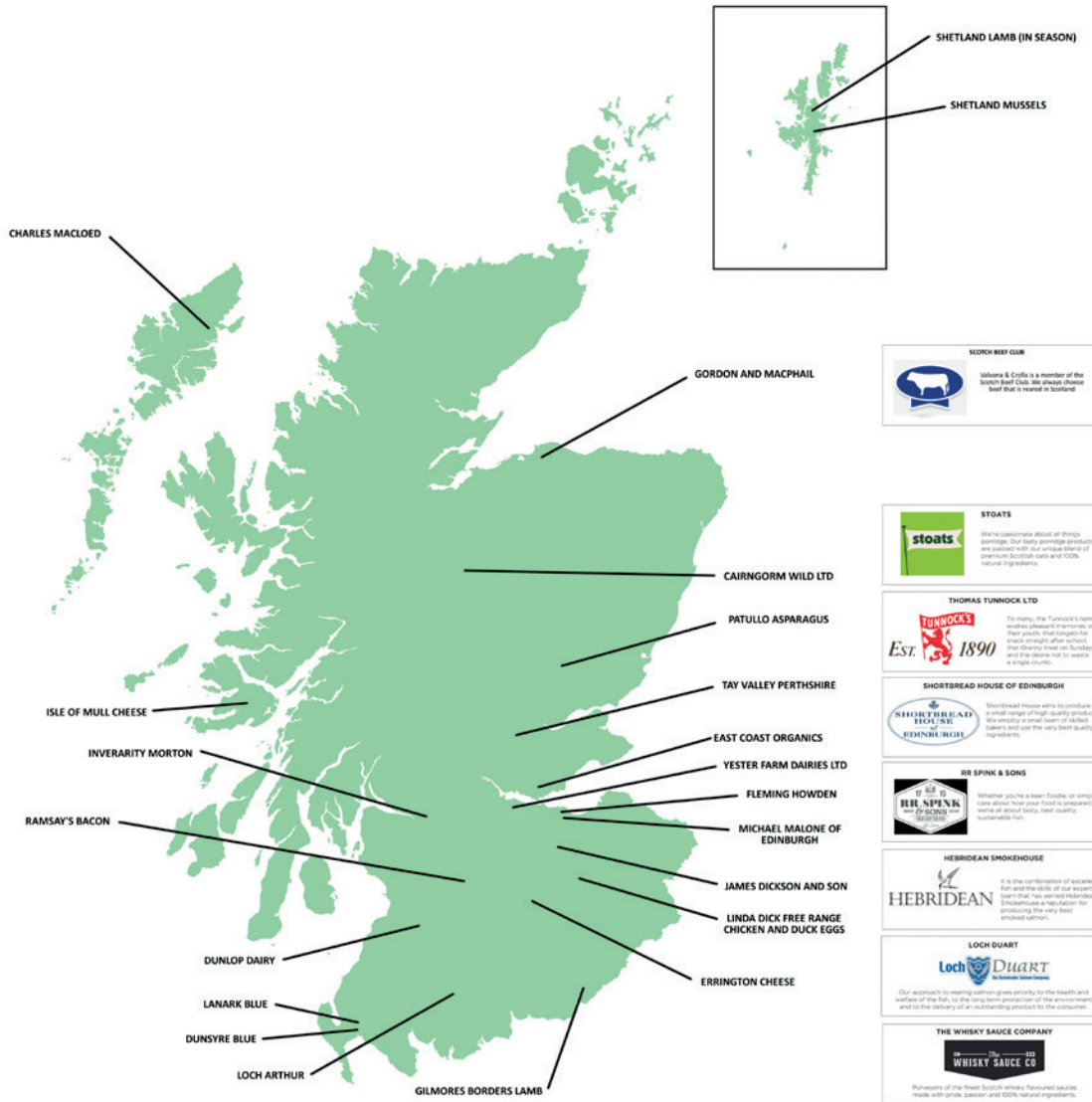
 Dean's is a family run business priding itself on using time-honoured hand-crafted baking methods, and is recognised as 'The Leading Premium Quality Scottish Biscuit Brand'.

ROSS'S OF EDINBURGH

 Our best known product is 'Edinburgh Coffee Flavour', a well recognised in-spired flavoured, sold primarily in Scotland and visitors to Scotland.


THE HEATHERSLAW BAKERY


 Our skilled Craft Bakers produce a hand-made range of cakes and biscuits using only the finest quality ingredients and traditional recipes.





CHARLES MACLOED


GORDON AND MACPHAIL


SCOTCH BEEF CLUB

 Victoria & Co. is a member of the Scotch Beef Club. We always choose beef that is reared in Scotland.


STOATS

 We're passionate about all things Scottish. Our baby porridge products are packed with our unique blend of premium Scottish oats and 100% natural ingredients.


THOMAS TUNNOCK LTD

 To many, the Tunnocks name evokes pleasant memories of their youth, that linger for weeks straight after school, that always treat on functions and the desire not to enter a single church.

SHORTBREAD HOUSE OF EDINBURGH

 Shortbread House aims to produce a small range of high quality products. We employ a small team of skilled bakers and use the very best quality ingredients.

DE SPINK & SONS

 Whether you're a bean toaster, or simply care about how your food is prepared, we're all about fresh, best quality, local-made food.

HEBRIDEAN SMOKEHOUSE

 It is the combination of excellent ham and the skills of our expert team that has earned Hebridean a reputation as a specialist in producing the very best smoked hampers.

LOCH DUART

 Our approach to raising salmon gives priority to the health and welfare of the fish, to the long-term protection of the environment and to the delivery of an outstanding product to the consumer.

THE WHISKY SAUCE COMPANY

 Purveyors of the finest Scotch whisky flavoured sauces made with prime, pasture and 100% natural ingredients.

CAIRNGORM WILD LTD

PATULLO ASPARAGUS

TAY VALLEY PERTHSHIRE

EAST COAST ORGANICS

YESTER FARM DAIRIES LTD

FLEMING HOWDEN

MICHAEL MALONE OF EDINBURGH

JAMES DICKSON AND SON

LINDA DICK FREE RANGE CHICKEN AND DUCK EGGS

ERRINGTON CHEESE

ISLE OF MULL CHEESE

INVERARITY MORTON

RAMSAY'S BACON

DUNLOP DAIRY

LANARK BLUE

DUNSYRE BLUE

LOCH ARTHUR

GILMORES BORDERS LAMB

SHTLAND LAMB (IN SEASON)

SHTLAND MUSSELS

Further advice

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