



ADVICELINK



Promoting the Provenance of your Food and Drink for Small Serviced Accommodation



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. In order to achieve the Taste Our Best award you need to use ingredients of Scottish

provenance in 40% of your menu items and clearly promote this to your customers. 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

- 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 local butcher 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).
- If you provide homemade items, like jams, baking, or granola/muesli, for example, make sure to promote any Scottish ingredients you’ve used in the making, such as Scottish berries, eggs, dairy products, and oats.
- If you serve lunch and/or dinner, for main dishes to count towards the award, both the key ingredient and a second element/ accompaniment (e.g. vegetables, sauce, stuffing etc.) need to be Scottish sourced.
- The story of your food and drink’s Scottish provenance can be told in many different ways. Be original - use maps, photos, board displays, inside of the front page in your menu, a tent card on your tables, or anything else you think will illustrate to your customers the range of Scottish products used 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. Promoting 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 of your breakfast offer, from provenance statements to menu descriptions. The examples are designed to provide you with some ideas and help you find the most suitable way for you to promote the Scottish Food and drink you use. The Examples are based on businesses who have achieved the Taste Our Best award.

If you also serve dinner and would like to see how best to promote provenance see advice document for restaurants at www.visitscotland.org/business_support/quality_assurance/restaurants.aspx.

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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 - Breakfast menu and provenance statement

A little about (*Example Business*)'s Menu

Breakfast

There is a full range of fruits and cereals for breakfast using seasonal fruits from local fruit farm Wester Hardmuir. Strawberries, raspberries, blackberries, gooseberries and apple purees are a favourite. Local Connage plain yoghurt is a great complement to these fruits.

Scottish porridge oats served with cream is always popular and adding some of the local fruit gives a complete healthy option.

Ingredients for our full Scottish Breakfast or variations on this theme are all sourced locally from Nairn's high street greengrocer Swansons and Bruce Clark Butcher, when seasonally possible. The thick sliced Scottish back bacon, chipolata sausages made by the butcher and local potatoes team with grilled tomatoes and butter sautéed Scottish mushrooms.

Eggs are from Nairnshire Farms and supplied to the door by Inveran's fresh fish delivery, who also brings in just caught and smoked Buckie Haddock and Kippers. Buckie is just along the coast from Nairn and is a true old fishing harbour.

Breakfast is rounded off with locally sourced variety of grain breads made by Ashers Bakery in Nairn, served with homemade marmalade and homemade strawberry or raspberry preserves, made from Scottish berries.

For a lighter option, a platter of home cooked Scottish Ham and organic Scottish Cheeses from Connage Highland Dairy is also available and whether it's croissants or Scottish Butteries it's all found locally.

All our butter, cream and milk are Scottish from Graham's Dairy.

Afternoon Teas

We also present afternoon tea for guests from 4pm. This is a collection of differing home bakes from Scottish scones and pancakes to teabreads and sponge cakes with Scottish whipped cream and homemade preserves. We use eggs from Nairnshire Farms and Scottish butter and milk in all our home baking.

Lighter options

If guests are reluctant to venture out for a heavy meal after a long journey there is always soup on offer with Scottish carrots and potatoes heading up the fayre or sometimes a true Scotch Broth with Scottish lamb or a Cullen Skink with smoked haddock from Buckie.

Special diets

Vegetarian breakfasts are always available and can provide an interesting and different option from Nairnshire Farm scrambled eggs with Scottish mushrooms to a more exotic rice stuffed pepper with homegrown herbs – it's always fun to do something different for guests. Gluten, lactose and dairy free options are never a problem.

Taste Our Best Example #1 - continued

Breakfast

Orange Juice Apple Juice

Cereals

Cornflakes, Fruit and Fibre, Special K with fruits, Muesli

Fresh Berry Platter with Scottish Strawberries, Scottish Raspberries, Blackberries, Blueberries
Kiwi Fruits, Melon

Bananas

Connage Plain and Fruit Yoghurts
Scottish Raspberry Coulis

Scottish Porridge served with Cream from Graham's Dairy

Scottish Highland Breakfast

Thick sliced Scottish back bacon rashers, chipolata sausage, sautéed mushrooms, grilled tomatoes,
home fried potatoes and fresh farm eggs

Scrambled Eggs Poached Eggs Boiled Eggs

Smoked Haddock with Poached Egg

Kipper fillets

Mixed basket of local grain toast and white toast

Seville Orange homemade Marmalade
Homemade Fruit Preserves with Scottish Berries

Fair Trade Filter Coffee, Espresso, Hot Chocolate
Early Grey, Breakfast or Fruit Teas

Taste Our Best Example #2- 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

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Selection of Kellogg's Cereals or freshly made Porridge with **Scottish Oats**

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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 Sautéd 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 #3- Provenance included in statement and part of the menu description

Quality Local and Scottish Produce for your Breakfast

Wherever possible and when in season we use top quality local produce from the Black Isle and Scotland in our dishes and for our menus.

Butter and Milk are both from Scottish Dairies.

Breakfast **Marmalades and Jams** are all homemade and the Blackcurrant, Strawberry and Raspberry Jams are from fruit grown in our garden and other gardens in Cromarty.

The **Fruit Compotes** on the breakfast buffet are from fruit grown in our garden, currently Blackcurrant or Rhubarb.

Golspie Mill in Sutherland provides the oatmeal for our porridge, **homemade Granola and Oatcakes**.

We use Munro's butcher in Fortrose to provide us with **Ayrshire Back Bacon** and **Pork Sausages** made with Scottish Pork. Simon Howie, an award winning butcher from Perthshire makes our **Black Pudding**.

We use **Scottish Field Mushrooms and Tomatoes** when in season and the homemade potato scones are made with our own potatoes most of the time.

Our breakfast **Kippers** are landed and smoked in Lossiemouth on the Moray Coast and the **Smoked Salmon** is reared in Scotland and smoked in Speyside.

Finally, our **eggs** are from our 'girls' who live behind the coach house. They were reared in the Black Isle and are very spoilt. They love strawberries, oats and sweetcorn which supplements their organic food.



Taste Our Best Example #3 - continued

Breakfast Menu

To start

Please help yourself from the Buffet

Golspie Mill Organic Porridge served with Scottish Cream

Strawberry & Banana Smoothie

oOo

Cromarty Breakfast of Ayrshire Back Bacon, Munro's Pork Sausage and Simon Howie's Black Pudding, Homemade Potato Scone, Grilled Tomato, Scottish Field Mushrooms and Fried, Poached or Scrambled Eggs

Blueberry Pancakes served with Maple Syrup

Lossiemouth Smokehouse Kipper

Boiled Eggs and Soldiers

Speyside Smoked Salmon and Scrambled Eggs on an English Muffin

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Cafetiere of Lavazza Qualita Rossa Coffee

Scottish Blend Breakfast Tea

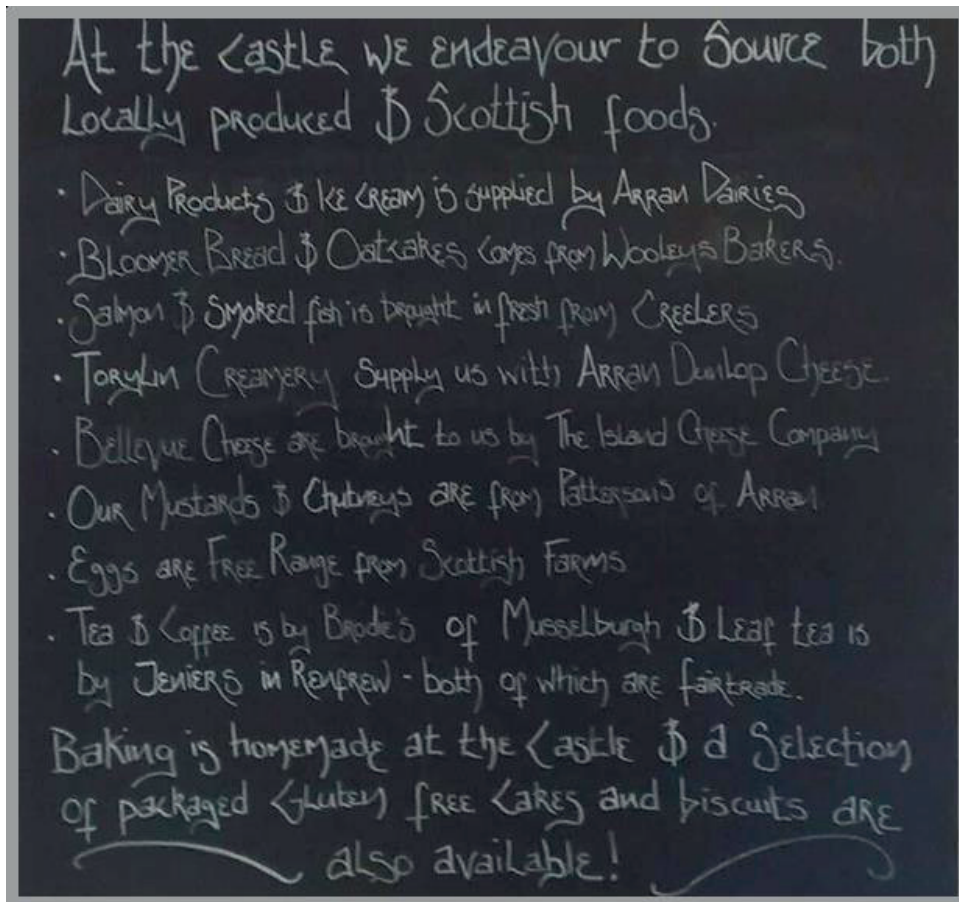
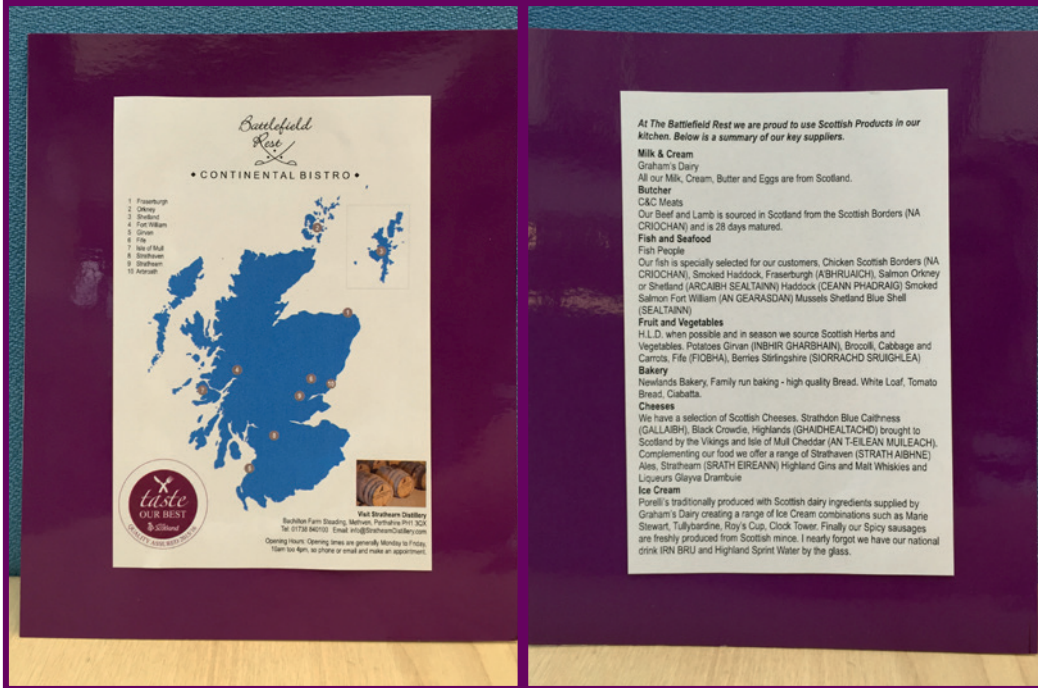
A selection of Fruit and Herbal Teas

We also have decaf coffee and tea

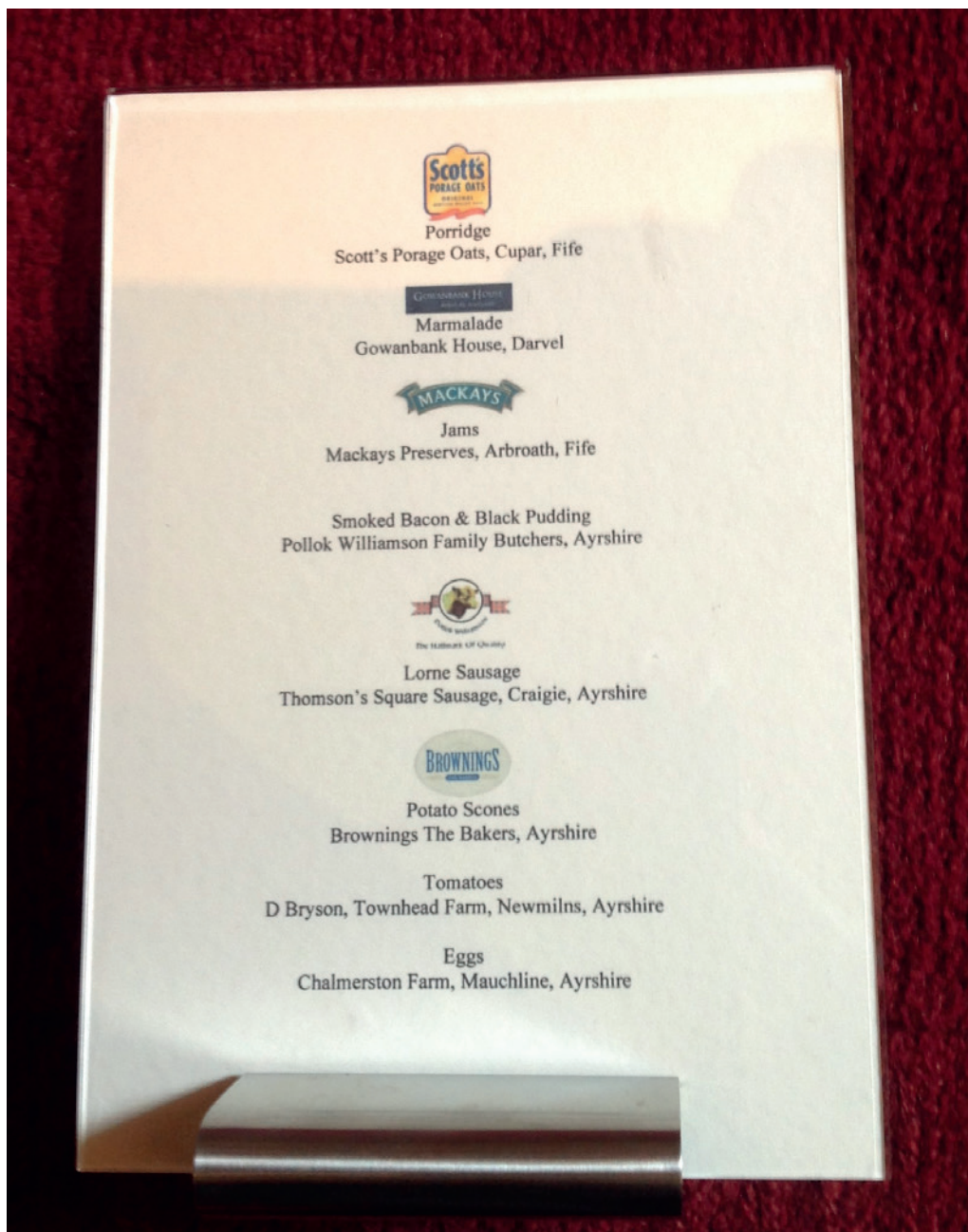


Taste Our Best Example #4 Provenance Displays

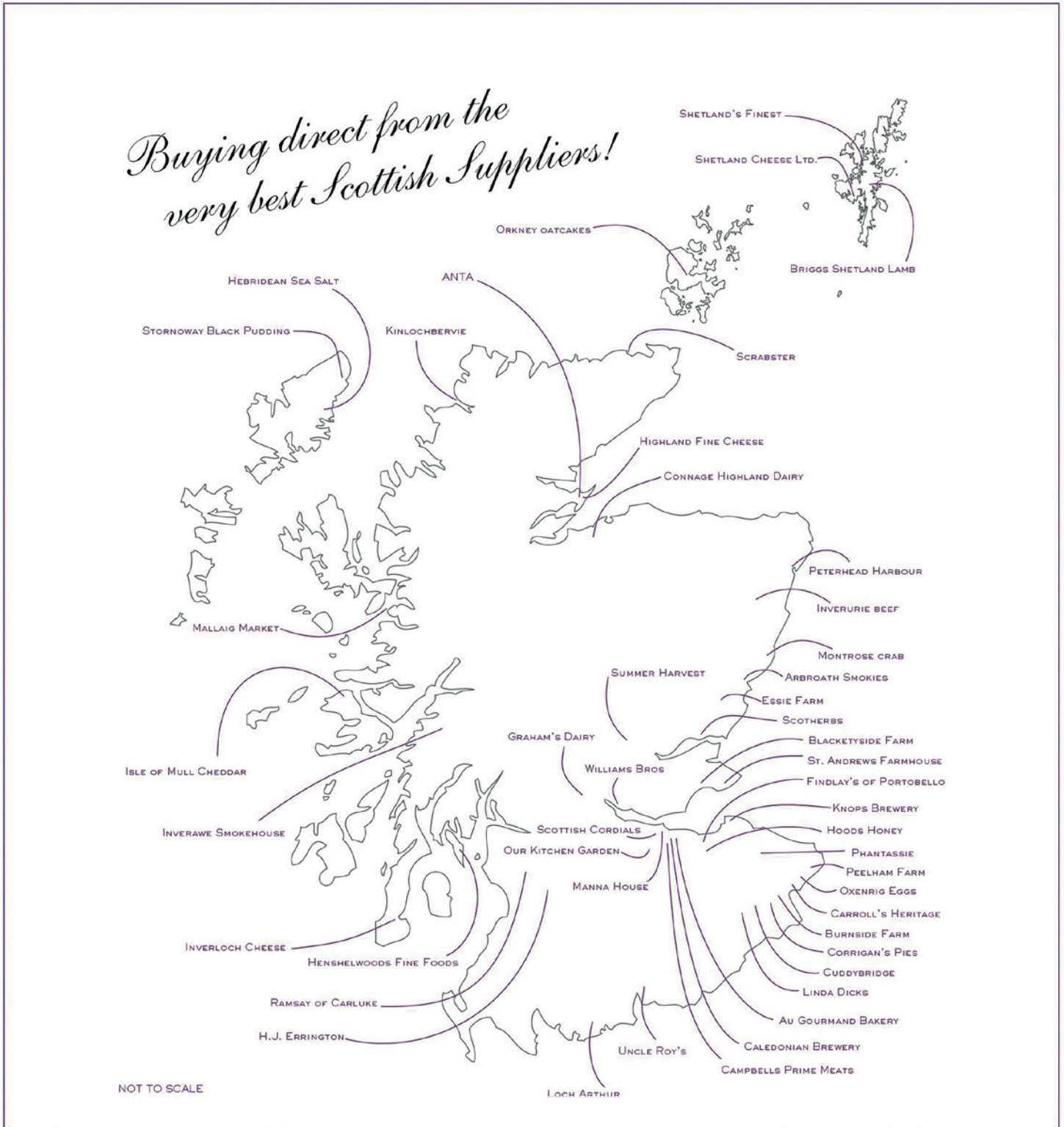
You can tell your customers the story of where the food you are serving comes from in different ways. You could use maps, photos, board displays, tent card on your tables, etc.. Below are just a few examples of how some businesses are using different options to promote the provenance of their Food and Drink.



Taste Our Best Example #4 Provenance Displays - continued.



Taste Our Best Example #4 Provenance Displays - continued.



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