

**SCOTTISH
FOOD & DRINK**
Sat 5 September to
Sun 20 September *fortnight*

Campaign toolkit

SUPPORTING LOCAL THIS SEPTEMBER FOR SCOTTISH FOOD & DRINK FORTNIGHT 2020

For all of us in the food and drink sector, 2020 has been a year like no other. In the space of a few weeks, the whole industry had to fundamentally change the way it operated and we witnessed a remarkable effort by all to keep the nation's fridges and freezers full, whilst businesses faced enormous disruption.

There have been so many hidden heroes of this pandemic. And all those involved in keeping our food and drink industry afloat, at a time of disruption and fear, are amongst them.

So, it feels fitting that, as our industry returns to a 'new normal', we turn the spotlight on those amazing producers and fantastic products that kept us going during lockdown and beyond.

This year's Scottish Food & Drink Fortnight is all about those inspirational Scottish food and drink heroes who helped to - not just feed those in need - but also kept us inspired with their foodie ideas, shared their skills and produced those fantastic products that became the highlight of our lockdown days.



BE PART OF THE NATION'S BIGGEST FOOD AND DRINK CELEBRATION

Scottish Food & Drink Fortnight will run from **5 – 20 September**. And we believe it is the ideal opportunity to capitalise on that public desire to support local, encouraging more people than ever to buy, eat, source and promote Scottish food and drink.

What will we be doing?

For this year's Fortnight we will be putting a spotlight on the producers behind the products with our consumer campaign – 'Local Legends'. We will be teaming up with a media partner to promote a series of podcasts, there will be social media and an influencers campaign bringing producers, chefs, retailers, bloggers, writers and everyone who kept us fed and watered during the pandemic together, to share their innovations, their experiences and their stories.

How can you get involved?

Whether you grow, make, sell, cook or celebrate Scottish food and drink, this toolkit offers some initial ideas for how to get involved in the campaign. Whatever you are doing, you can make use of the Fortnight logo and hashtag **#ScotFoodFort20** across all your activities, in print and online.

If you have any stories or ideas you'd like us to promote across our channels, please get in touch via **fortnight@foodanddrink.scot**



IDEAS & INSPIRATION FOR THIS YEAR'S FORTNIGHT

Telling your story and sharing it across your social media accounts is a great way to engage with your customers, and reach new ones, during the Fortnight.

Plus it's a lovely thing to do, just to show how far your people, your products and your local area have come.

We'll share your case studies on our channels too, helping you reach a wider audience. All you need to do is tag us in your post and use the campaign hashtag **#ScotFoodFort20**.

We can't wait to read all about you.

Tips for writing a case study

- **Keep it short, no more than 250 words**
Shorter case studies are more engaging, so more likely to be read fully by our audiences.
- **Include imagery**
It doesn't have to be fancy - any photos of your business and/or the people behind it will help show off your business and story effectively.
- **Be sure to use the hashtag #ScotFoodFort20**
You can also include the hashtag #LocalLegends and remember to tag us.



Example post copy:

Alexander's Family Butchers is made up of myself, Jim Alexander, my wife Donna, and our three kids Casey, Peyton and Quinn. We started out just online - mostly on Facebook, working from a small unit in Kilmarnock, back in 2015.

We didn't have any cabinets or displays, so we couldn't open to the public. We took orders online and delivered them to your door. We quickly realised that we would "need a bigger boat" and in 2016 we opened our shop in Darvel to the public.

With over 21 years' experience in the trade we wanted to bring a modern twist to a traditional trade, developing oven ready dishes and new innovative products that are easy and convenient but don't compromise on quality, while still providing the everyday staples. We pride ourselves on delivering only the best quality products at competitive prices.

IDEAS & INSPIRATION FOR THIS YEAR'S FORTNIGHT

As well as sharing your story, there are lots of other things you can do to help your business make the most of the Fortnight buzz.

Below are some examples, but it's totally up to you. Feel free to get creative.

- Prominently display your products in store, online, across social media and in print during the campaign – and use the Local Legends logo to give your marketing a boost.
- Use the Fortnight to launch something new, whether that be a new product, supplier, menu or initiative.
- Collaborate with your suppliers, or your retail and food service business customers to highlight and celebrate Scottish produce.
- Hold virtual events and tastings. VisitScotland have some useful resources for taking your events virtual [here](#).
- Drum up some excitement with your followers by running competitions on your social media channels.



IDEAS & INSPIRATION FOR THIS YEAR'S FORTNIGHT

Join the social chat

- The official campaign hashtag is **#ScotFoodFort20**.
- We'll be promoting the hashtag on all our campaign materials and we'd love you to get involved as well. Post striking images of your products and producers on your channels and tag us.
- However, if you'd simply like to 'like', retweet or share content on social media then please do and encourage your team to do the same. We'll be posting messages and sharing content throughout the Fortnight campaign so be sure to keep your eyes on our **@scotfooddrink** pages.

Branding

The logo and brand guidelines can be downloaded on www.fooddrinkfort.scot



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 ScotFoodFort20

 fortnight@foodanddrink.scot

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