

Hospitality professionals launch specialist brochure



Over 500 hospitality professionals joined to celebrate local, Scottish produce at the 'Taste of Winter' event hosted by Bidvest Foodservice Scotland last month at Hopetoun House, Edinburgh.

With 35 Scottish exhibitors and an impressive line-up of attendees, the event was the perfect platform for the leading foodservice provider to launch its specialist Scottish Brochure which champions local produce.

The new Brochure – the first of its kind from Bidvest Foodservice – contains over 370 products exclusively sourced from Scotland's plentiful larder. The range includes the finest products from Scottish start-ups to large-scale suppliers, from the Highlands to the Lowlands, including Aulds Delicious Desserts from Glasgow, Cobbs Bakery from Inverness and MacPhie of Glenbervie from Aberdeenshire.

Tapping into the trend for consumer's interest in the provenance of food, the Brochure was designed with customers in mind, to make it easier for them to showcase Scottish food and drink on their menus.

John Forteith, Head of Business Development at Bidvest Foodservice Scotland says: "We're delighted that the 'Taste of Winter' event was so well attended. The Scottish Food and Drink Industry is thriving and we have formed strong relationships with over 100 local suppliers to promote their branded products to our customer base throughout Scotland.

"The Brochure's launch comes as Bidvest Foodservice Scotland continues to expand its Scottish product offering to meet the

increasing demand for native Scottish food. Making it easier for our customers to capitalise on the growing trend, the Brochure is designed to help our customers tell the story behind their food and helps their businesses to grow.”

Bidvest Foodservice also worked closely with Visit Scotland to promote the ‘Taste Our Best’ accreditation, which is featured within the Brochure. This seal can be awarded to those in the Foodservice Industry who feature 40% Scottish produce on their menus. The Brochure explains how customers can achieve the quality mark and how to make the most of it on menus.

Here is a video highlighting the ‘Taste of Winter’ events success