

# M&S centenary Taste Trail – in Edinburgh on Saturday



Edinburgh store opening on Princes Street in 1957

On Saturday in Castle Street you are invited to join M&S on their Centenary Taste Trail.

They will be holding a festival of food from 10-6pm. There will be free food tastings and a demo kitchen. For children there will be face painting and shortbread decorating.

Some of their local producers such as Old Curiosity Distillery and Dawnfresh will also be holding talks and tastings.

It is now 61 years since M&S first opened their Princes Street store but it was a century ago they first opened the doors in Dundee.

Jenny McPartlin, Store Manager at M&S Edinburgh, said: "We can't wait to welcome the Centenary Taste Trail to Edinburgh.

It's such a great way for both our colleagues and customers to come together and celebrate 100 years of M&S in Scotland and 60 years in Edinburgh."

The M&S 'Centenary Taste Trail' will profile M&S's partnerships with over 40 Scottish suppliers and 4,000 Scottish farms while exhibiting never-before-seen archive photography of local communities, specially commissioned by the M&S Archive\*.

Hamish Martin, founder of Old Curiosity Distillery says: "We've been trading for less than a year and M&S was one of the first outlets to stock our innovative gins. We've received a fantastic reception from Scottish customers, so are really excited to be involved in the Centenary Taste Trail and get the chance to explain the inspiration behind our products that started life in our Secret Herb Garden in Midlothian."

# M&S

EST. 1884

## CELEBRATING 100 YEARS IN SCOTLAND



### Serving M&S IN SCOTLAND

This autumn M&S celebrates 100 years of serving customers in Scotland, with the first store opening in Dundee in 1918. From then to now our presence in Scotland has expanded throughout the country, with the most recent opening in Oban in August 2018. Our supply base goes from strength to strength as we continue to source the very best of Scottish produce, from Aberdeen Angus supplied through Scotbeef, who has worked with M&S for 56 years, to colour changing gin produced by Old Curiosity Distillery, which began supplying M&S in summer 2018.

M&S has a network of over **40** food suppliers based in Scotland, who work with more than **4,000** farms

Over **2,500** M&S products are made from raw materials sourced from Scottish producers

### Our CUSTOMERS



There are almost **100** M&S stores in Scotland

**Two million** customers are served in Scotland every week

### Dundee 1918

M&S first opened its doors to Scottish customers in 1918 at a 900square foot penny bazaar at 40 Murraygate in Dundee. The store sold mostly haberdashery and household items, along with our popular series of colourfully illustrated children's books. Since this first store opening M&S has since grown to almost 100 stores, employing 6,500 people.



### Centenary TASTE TRAIL

M&S is celebrating 100 years of serving Scottish customers with a four-month tour starting in Dundee on 28th September. The family-friendly 'Festival of Food' will offer food tastings, live music, a dining kitchen and children's play area. A selection of M&S suppliers local to each stop on the tour will showcase their quality Scottish produce and tell their farm to fork story.

### Our SUPPLIERS



#### 1 - ORKNEY

M&S Orkney was introduced to the Orkney Islands through Orkney Fishermen's Society with whom M&S has been trading for over 50 years. The fish is caught by local vessel fishermen using traditional techniques.

#### 3 - MORAY

In 2016 we introduced a new upland salmon producer, Association of Scottish Salmon Producers, which is based in a small village in the heart of Spey Valley in northern Scotland, where it is owned and run by a local producer. They produce over 100 tonnes of fresh salmon annually from local facilities and employ local staff.

#### 5 - ISLE OF MULL

In 2012 M&S partnered with a husband and wife team at Mull Salmon. Together they create beautiful, 800g salmon fillets by hand from all their locally sourced salmon.

#### 7 - EDINBURGH

In 2014 M&S became the first high street retailer to partner with Edinburgh-based distillery, The Old Curiosity, to launch two new colour changing gins. Owner Iain Mackenzie is a horticulturist and tends to more than 100 different types of plants and flowers in his Secret Herb Garden.

#### 2 - PETERHEAD

All M&S's smoked haddock is Scottish and supplied through Speyfish. Haddock is caught by one of the many vessels that leave Peterhead each day. Peterhead is the only town in Scotland where haddock is still caught by hand.

#### 4 - ABERDEEN

Prize winning, award winning Aberdeen Angus beef is supplied to M&S through Scotbeef. Scotbeef's unique farm to fork approach means that the Aberdeen Angus beef is the only Aberdeen Angus beef in the world.

#### 6 - FIFE

M&S is supplied by over 50 farmers producing vegetables in Scotland through Kettle Produce Ltd, which has supplied M&S for over 20 years. They produce a range of fresh vegetables and herbs from their farms in Fife. Fife is a beautiful county and has a rich history of growing vegetables and herbs.

### M&S EXPERT



David Bates has worked for M&S for 25 years and is the Head of Region for the west of Scotland.

"We are extremely proud that our roots in Scotland date back to the First World War. We have helped countless Scottish businesses to flourish, including being the first retailer to sell Aberdeen Angus beef. This year we became the first high street retailer to stock The Old Curiosity gin, distilled in Edinburgh."

"The fact we have lasted 100 years is down to the support of so many Scottish communities, from the amazing people who work for us to our loyal Scottish customers. Our uniforms, products and stores may have changed over time but our commitment to Scotland is as firm now as it was a century ago."

"In modern Scotland that means building a supply chain that supports Scottish producers; offering quality jobs to local people; and creating stores for a new type of shopper. By staying attuned to what customers need in Scotland we hope to encourage economic growth, support local jobs and be a responsible contributor to the communities we serve for the next century."

### Best Selling SCOTTISH FOOD PRODUCTS

#### TOP 5 MEAT & FISH

- Lochmual™ Salmon
- Oak Smoked Salmon
- Speybay Smoked Salmon
- Aberdeen Angus Beef Mince
- Sirlon Steak

#### TOP 3 PRODUCE

- Carrots
- Lettuce
- Broccoli

\*Based on total sales of Scottish meat, fish and produce across all UK stores

### Scot BEEF

**60%** of M&S beef and **50%** of M&S Lambcomes from Scotland

This year M&S launched its DNA traceability programme which means all our beef can be traced back to every farm and every animal. M&S is the only national retailer in the UK that can trace every single piece of beef it sells, whether it's in a prepared meal, a burger or a prime cut.

M&S has worked with Scotbeef for 56 years and has long standing relationships with award winning farmers.

For more information on the stores, products or people mentioned in this e-alert please contact:

[graytscotland@grayting.com](mailto:graytscotland@grayting.com)