

YEAR OF FOOD & DRINK PR TOOLKIT

This document contains information that will help when answering enquiries from the media planning and issuing press releases about your event.

It also outlines how best to carry Food and Drink messaging and what's expected of your event in terms of positioning this messaging in communication materials and activity.

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1. SCOTLAND'S YEAR OF FOOD AND DRINK

In 2009 Scotland hosted its first Year of Homecoming. The year was a great success, attracting 95,000 additional visitors to Scotland, generating £53.7 million in additional revenue and delivering many other benefits for Scotland. That is why a second Homecoming year will be staged in 2014 and, once again, Scotland will warmly welcome the world to join our celebrations.

In order to sustain the momentum from Homecoming Scotland 2009 as we build up to another Homecoming year, starting in 2014, the Scottish Government has dedicated the interim years to showcasing some of Scotland's greatest assets.

In 2011 'Active Scotland' will focus on Scotland place of, and destination for sport and physical activity. In 2012 'Creative Scotland' will focus on our culture and creativity. In 2013 'Natural Scotland' will focus on Scotland's natural heritage and reputation as a land of natural beauty.

This year the focus is on celebrating and enhancing Scotland's reputation as a land of food and drink. As one of Scotland's most distinct attributes, food and drink has played, and continues to play a strong role in shaping our cultural identity and heritage.

In its first ever worldwide study, the International Culinary Tourism Association researched food and drink at locations around the world this year and has declared Scotland as one of the most 'unique, memorable and interesting places' for food and drink on the planet.

This study reaffirms what many of us who already know - Scotland is a land of food and drink. A land which is rich in primary produce. A land whose produce is in demand. A land which represents quality. This is a reputation that we should celebrate and seek to enhance. Our Year of Food and Drink, which launched in May 2010 and is running until May 2011, will do exactly that so that more people, both at home and visiting Scotland, are aware of, and have opportunities to enjoy, Scotland's premium quality food and drink at its source.

Throughout the year, visitors from home and abroad attending a diverse range of events will have the opportunity to eat and drink top quality Scottish produce. Events the length and breadth of country are participating in the year of food and drink with Scottish Food and Drink Fortnight in September will be a particular highlight in the year.

The food and drink nurtured in Scotland is enjoyed the world over. Join in the celebrations of Scotland, a land of food and drink.

2. OVERVIEW OF REQUIREMENTS

To ensure effective partnership working, it is essential that the same core messages are used. Therefore, please ensure the following when communicating with the media:

- 'Scotland's Year of Food and Drink' is mentioned where possible and appropriate in press release titles or subtitles;
- 'Scotland's Year of Food and Drink' mentioned in opening paragraph;
- A quote from an EventScotland representative is in your release;
- That you have used the EventScotland 'Notes to Editors' at the end of your release.
- That you have regular contact with Gayle Wilson (EventScotland Special Projects Communications Manager) or Todd Cooper (Special Projects Marketing & Communications Executive) when planning release / media events, to ensure co-ordinated press activity;
- That the Scotland Land of Food and Drink/EventScotland logo is displayed in the top right hand / bottom right hand corner of all media communication issued.



EventScotland

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3. KEY MESSAGES

It is important that accurate and consistent messages on Food & Drink are communicated to the media. Below are the key messages for Food & Drink to be included in your communications.

- The year is an opportunity to celebrate and enhance Scotland's reputation as a land of food and drink
- The Year of Food and Drink is the first step on the road to Homecoming 2014 and a legacy of last year's Homecoming celebrations.
- Scotland is a land of food & drink and this campaign will encourage people in Scotland to experience the great produce on their doorstep.
- EventScotland is supporting the year-long celebration of Scotland's reputation as a land of food & drink. For further information about EventScotland, its funding programmes and latest event news visit www.EventScotland.org

FOOD & DRINK NOTES TO EDITORS

The following Notes to Editors should be included at the end of your release:

Notes to Editors:

- EventScotland is supporting the year-long celebration of Scotland's reputation as a land of food & drink. For further information about EventScotland, its funding programmes and latest event news visit www.EventScotland.org
- A series of focus years running from 2010 to 2013 will ensure co-ordinated national activity that will spotlight some of Scotland's great assets as we journey towards 2014. The four focus years are centered on domestic and international tourism and the development of the events industry in Scotland. These focus years will celebrate our reputation as a land food and drink, as an active nation, as a place of culture and creativity and as a place of natural beauty.

4. WRITING A PRESS RELEASE (see appendix)

When writing a press release it is important that you have a clear idea of the message you want to communicate to the media and of the media channels that you want to use. As an overview, your press release should include:

- Scotland's Year of Food & Drink in the titles or subtitles
- Scotland's Year of Food and Drink included in opening paragraph
- A quote from an EventScotland representative
- Food & Drink Notes to Editors
- The EventScotland logo and **Scotland** of Food and Drink logos in the top right hand / bottom right hand corner of the release.



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For examples of past EventScotland press releases, visit <http://www.eventscotland.org/press>.

5. COMMUNICATING WITH THE SPECIAL PROJECTS TEAM

- Gayle Wilson - Special Projects Communications Manager is the main contact for EventScotland's Food and Drink Marketing and PR activity. She can be contacted via email at gayle.Wilson@eventscotland.org or alternatively by phone on **0131 472 2067**. Gayle is co-ordinating activity with VisitScotland PR teams and all information sent to her will be issued through VS channels. If Gayle is unavailable please contact Todd Cooper Special Projects Marketing and Communications Executive todd.cooper@eventscotland.org **0131 472 2430**
- Please keep EventScotland up to date with PR information and plans as your event develops.
- Let EventScotland know of any PR events or releases that you are planning. Please let us know about these as soon as possible so that we avoid issuing releases and having media events / announcements on the same dates.
- Keep in mind when writing press releases that it might be suitable for International media markets. VisitScotland have PR teams that work with International media markets and releases can be distributed via these media channels.
- All final releases must be issued to Gayle Wilson so that they can be added to media lists and appropriately recorded.

6. LAND OF FOOD AND DRINK QUOTES

- EventScotland should be offered the opportunity to provide an appropriate quote for Games for Scotland supported event press releases. Ideally these should be bespoke and co-ordinated via Gayle Wilson. In the event that this cannot be done, please use one of the following standard quotes:
- Paul Bush OBE, Chief Operating Officer, EventScotland said “**(Insert event name)** is an exciting event which we are delighted to be supporting as part of Scotland's Year of Food and Drink initiative that showcases the diversity and quality of Scotland's larder. It is a fantastic example of **(insert Local Authority name)**'s contribution to making Scotland the perfect stage for events.”

7. ADDITIONAL INFORMATION

Individual contracts outline how each event should carry the Land of food and Drink message across its activity. These include:

- 1) A requirement to feature logos and messages on all communication materials, including press releases, print advertising and event branding
- 2) A requirement to carry EventScotland Year of Food & Drink branding on event websites
- 3) A requirement to display EventScotland Year of Food & Drink branding at events being supported by EventScotland's Food & Drink funding programme.



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APPENDIX

PRESS RELEASE EXAMPLE



Insert event logo here

(Insert date)
NEWS RELEASE
For immediate use

Title -

Example Subtitle- Major Initiative launched as part of Games for Scotland.

First paragraph- this should state the main message you want to communicate to the media (and signal that its part of the Land of Food and Drink programme).

Second paragraph- This paragraph should give further detail about the event programme and what's on.

Third paragraph- Here you should insert a quote/quotes, for example, from your event organiser. If appropriate, one from your Local Authority and one from an EventScotland spokesperson such as Paul Bush (**see appendix 6 for EventScotland quotes**).

The end of your press release- should include a '**Notes to Editors**'

This information is purely for the editors information, however it is essential that you include this as it gives the editor the background information for the article.

Finally, a **Further Info**: subsection should also be inserted to provide contact details.

NOTE TO EDITORS

(Insert information about your event)

(Insert EventScotland Food & Drink Notes to Editors- please use exact wording)

FURTHER INFO:

(Insert your PR contact's details or a relevant spokesperson from your event team)

Special Projects Communications Manager

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