

GRAMPIAN FOOD MATTERS

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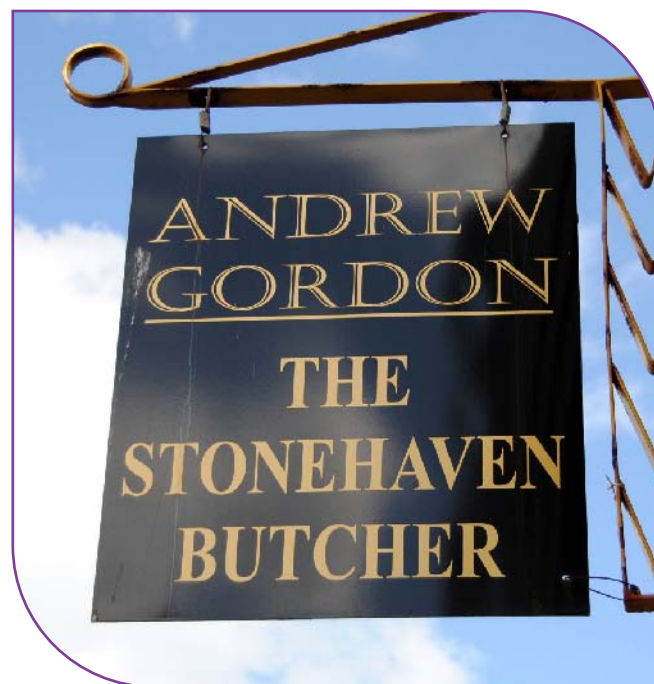
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Andrew Gordon Butchery Awareness Visit

Grampian Food Matters is the e-newsletter of the Grampian Food Forum, which informs of events and activities relevant to the local food and drink industry. To gain further details on any of the articles, simply click on the relevant link.

If you have any comments to make about this edition or suggestions for future issues, please email

grampianfoodforum@aberdeenshire.gov.uk

www.grampianfoodforum.org.uk

Awareness Visit to Andrew Gordon Butchery and Castleton Farm Shop

Grampian Food Forum is organising an awareness visit to Andrew Gordon Butchery & Fine Foods in Stonehaven followed by a visit to Castleton Farm Shop & Cafe and the nearby fruit packing store on Wednesday 7 September at 9.30am.

The visit is an opportunity for local food and drink companies to get an insight into both of these family run businesses and to meet the owners who are always keen to meet existing and potential new suppliers who offer something different.

Places are limited and priority will be given to food and drink producers from Aberdeen, Aberdeenshire and Moray.

More information and booking
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Dining Club at Gadie's Restaurant, Oyne

The next Grampian Food Forum Dining Club will take place at 6.30pm-10pm on Monday 26 September at Gadie's Restaurant located at the foot of Bennachie in Oyne, Aberdeenshire.

Gadie's Restaurant has a passion for using only local ingredients to ensure freshness and seasonality. The menu changes weekly to present only the best that Scotland has to offer, from Shetland salmon, to pork from a butcher around the corner in West Balquhain.

The guest speaker for the evening is Douglas Ritchie of Experiencing Scotland and there will be a nosing and tasting of Ardmore Whisky by distillery manager, Alistair Longwell.

More information and booking
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Photo courtesy of Kieran Campbell

Introduction to Social Media Workshop

Due to the popularity of the recent workshop, a second workshop will take place on Tuesday 15 November at Meldrum House Hotel.

This half day workshop is open to owners or operators of food and drink businesses who are involved in marketing to consumers, look after their company's website, want to improve repeat business and customer retention and want to improve relationships with your customers.

This seminar will show you how social media works, why it's important and how to make it work for you. You will be given inspirational and practical examples and be shown how real food and drink businesses are using social media to make a real difference.

More information and booking
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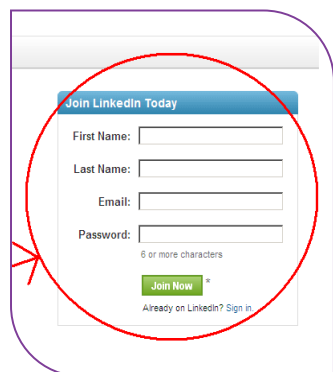
Join Our LinkedIn Group

We now have a Grampian Food & Drink Forum on LinkedIn for those working within the food and drink industry in the area. It is a great way to make new business connections, share your thoughts and experiences, keep informed about industry trends and have your say on current topics of interest.

It's free to join, you just need a LinkedIn login.

Please email grampianfoodforum@aberdeenshire.gov.uk for an easy 'how to join' guide if you are not already on LinkedIn.

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Scotland Food & Drink Membership

Scotland Food & Drink is the leadership organisation for our industry. It is a membership organisation with the dual aim of bringing everyone involved in food and drink together to work to deliver greater success in global markets and with building Scotland's reputation as 'A Land of Food and Drink'.

We offer a range of events and services for the industry, which aim to open new markets, reduce costs to your business or provide information - most of these are exclusive or heavily discounted for our members. Member benefits alone offer the potential for members to save over £10,000 on a large range of services. Contact Elaine Cox on elaine.cox@scotlandfoodanddrink.org.

Membership information

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Scottish Food & Drink Fortnight

The Scottish Food & Drink Fortnight takes place 3-18 September. It offers a great promotional hook for your business and can be tailored entirely to your needs and activities. More than 100 events are taking place around the country and there is great industry engagement across producers and retailers of all sizes.

Register your event direct to the website for a free listing, which is searchable by date and region. Also get free downloadable materials and the Fortnight logo, which are available for your use. Engage in the Fortnight through social media using www.facebook.com/eatscottish and [@ScotFoodFort](https://twitter.com/ScotFoodFort) on twitter. For more information, contact Sophie Fraser on 0131 3350952 or go online at www.scottishfoodanddrinkfortnight.co.uk.

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Developing Health Improving Products – Opportunities for Scottish Companies

Interested in developing new products for the burgeoning food & health market? If so please come and join us at this FREE Food & Health Innovation Service workshop on Tuesday 13 September at The Hub in Edinburgh to hear from Scotland's leading scientists in this field.

Case studies will include Dr. Alexandra Johnstone explaining how the UoA Rowett Institute of Nutrition and Health helped M&S develop their Simply Fuller Longer range and the James Hutton Institute showing how natural Scottish ingredients can be used to enhance the nutrition of your products. Prof Julian Mercer from the UoA Rowett Institute of Nutrition and Health will offer insights based on research including future work in their new Full4Health programme. To book your free place please email fiona.schaefer@foodhealthinnovation.com.

www.foodhealthinnovation.com

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Speciality London Retailer Workshop & Study Tour

Scotland Food & Drink is pleased to offer a Workshop and Study Tour to Speciality London Retailers on 20-21 September. This is a fantastic opportunity for food and drink companies currently supplying the speciality market in Scotland with an aspiration to expand their distribution into the valuable high-end London retail market.

The event is a two day field-based workshop and tour in the capital, run in partnership with Levercliff Associates. The workshop and study tour is aimed at food and drink businesses who wish to gain an understanding of the high-end speciality retail market and explore how to exploit the potential market opportunities in London. For further information and to book your place please contact Stephanie Pritchard on 0131 335 0948 or stephanie.pritchard@scotlandfoodanddrink.org.

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Serving Local Produce

Aberdeenshire Council is again in collaboration with Aberdeen Exhibition and Conference Centre (AECC) at the Offshore Europe Exhibition to promote and raise awareness of the quality and diversity of food produced in North East Scotland.

Around 50,000 visitors are expected to attend Offshore Europe from 6-8 September, presenting a tremendous opportunity to showcase the range and quality of locally -produced food.

Aberdeenshire Council sponsorship will be used to provide the 250 food-serving staff with t-shirts bearing a 'serving local produce' message, backed up with 10 pull-up banners with high impact graphics promoting local food sited at locations throughout the centre.

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New Funding Programme Helps Scottish Seafood Companies Maximise Value

Seafood Scotland is undertaking a major new programme with support from Aberdeenshire Council and the European Fisheries Fund, to help Scottish fishing and seafood businesses maximise the value of the catch by improving efficiencies, reducing costs and raising standards.

Up to £2,500 per company is available to engage external expertise to assist with areas such as SALSA, BRC and MSC Chain of Custody accreditation, waste management, health & safety improvements, business improvement training, improving yield, reducing water usage, improving production planning, etc.

Full details and contact points
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Grampian & Highland Chef's Association

The recently reformed Chef's Association is now up and running with over fifty members already. The committee is chaired by David Littlewood, Executive Chef at The Raemoir House Hotel, and supported by Hospitality Training.

Following the success of recent workshops in 'Sustainable Fish' with Ken Watmough and a Sugar Craft Masterclass, with Willie Pike, events planned in September include Wild Mushroom Picking with Mark Fleming and a Half Pig Butchery workshop with Paul Smith.

Any chefs interested in these events or in joining the Chef's Association should contact Hospitality Training on 01224 749100 or info@hospitality-training.org.uk.

www.hospitality-training.org.uk
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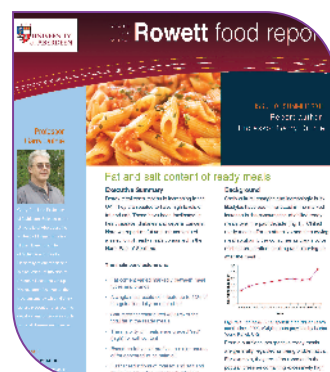
Rowett Publish Food Reports

The Rowett Institute has recently published the first in a series of food reports entitled 'fat and salt in ready meals'.

Further reports will follow in due course - 'consequences of food processing' and 'prevention of oil rancidity by vegetable extracts'.

If you would like to receive an email when the next report is published, or if you have any comments on these reports please contact Sue Bird on sue.bird@abdn.ac.uk.

Read report summary
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WorldHost Training

World Host is a world-class training programme developed to raise the standard and delivery of excellence in customer service in the UK. Developed by the Province of British Columbia, WorldHost has been developed for Scotland by People 1st, the sector Skills council for hospitality, passenger travel and tourism. The programme is a valuable tool for businesses wishing to protect their bottom line and improve customer retention rates.

DM Training is delighted to announce that they are licensed to offer both WorldHost Retail and Hospitality Programmes from this autumn, either as an open course or in house training. For further information, please contact info@dmtraining.org.

www.worldhost.uk.com

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Pick Up Some Great Ideas to Improve Your Scottish Food & Drink Offer

Experiencing Scotland, the initiative which encourages producers and tourism businesses to work together to get more Scottish food and drink onto menus, has published its latest newsletter.

Included are - 'top tips' to help tourism businesses improve their Scottish food and drink offer; the latest case studies highlighting how Experiencing Scotland has been working with SYHA Hostelling Scotland and New Lanark World Heritage Site to help them make the most of local and regional produce; plus the story of how top food producers came together at last month's Rewind Festival to serve up the best of Perthshire to 15,000 festival-goers.

[Download a copy](#)

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A Dear Friend Missed by Many

It was very sad to note the passing of John Bain earlier this year.

John was a great supporter of the food and drink industry in Grampian and one of the founding fathers of the Grampian Food Forum. What a character, known world wide and a very generous man.

His enthusiasm for the industry resulted in him travelling to many countries and wherever he went he was an excellent ambassador for Grampian and the food produced here. From Tarves to New York to Singapore he promoted venison and other local produce.

We all miss John and have treasured memories of our contact with him during his lifetime.

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SFDF Schools Programme Needs You!

Scottish Food and Drink Federation is calling on more food and drink manufacturers to be involved in their innovative national schools programme 'A Future in Food'.

The programme has already taken its message to over 1000 pupils in primary and secondary schools across Scotland from Stornoway to Lanarkshire. 13 school-industry partnerships have already been delivered involving 19 schools and 15 companies.

But as the programme moves into its second year, it is seeking more food manufacturers to be involved. To find out more about the programme and how it can help your company please contact Moira Stalker on moira.stalker@sdfd.org.uk.

www.sdfd.org.uk

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Events in brief

Speciality & Fine Food Fair 2011

London on 4-6 September

Scottish Food & Drink Fortnight

3-18 September

Trend Lifestyle Show

Aberdeen on 25 September

Highlands & Islands Food & Drink Awards 2011

Inverness on 21 October

BBC Good Food Show Scotland

SECC on 21-23 October

Country Living Christmas Fair

SECC on 17-20 November

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Grampian Food Forum diary of events

Awareness Visit

Stonehaven and Fordoun on 7 September

Dining Club

Oyne on 26 September

Social Media Workshop

Oldmeldrum on 15 November

Taste of Grampian

Thainstone on 2 June

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