



EatScotland Food Quality Assurance Scheme The Benefits

EatScotland participation benefits include:

- An annual visit and assessment of your business by a food quality advisor
- Feedback via a full written report
- The provision of EatScotland promotional material to highlight your award to customers giving them an assurance of quality. This includes a certificate and two window stickers.
- An enhanced entry on eatscotland.com which is updateable throughout the year. The listing includes a 150 word description, up to 10 images, up to 4 sample menus, full contact details, website link and Google location map; promote any special offers that you currently have running.
- A Who's Who section where your chef can be featured
- Average 17,000 warm visitors each month to the site.
- Eligibility for brown tourism signage
- The opportunity to participate in VisitScotland's food and drink related marketing, PR opportunities and special promotions.
- EatScotland is continuously promoted through VisitScotland.com; it will also be marketed through VisitScotland's UK & Ireland Marketing campaigns where food and drink features.
- An EatScotland logo in jpeg format can be provided for you to use in your own promotional material such as brochures, websites and menus