



EatScotland Food Quality Assurance Scheme The Benefits

EatScotland participation benefits include:

- An annual assessment of your business
- Feedback via a full written report
- An enhanced entry on eatscotland.com to promote your business. This listing can include up to 10 images and up to 150 words of text
- The opportunity to upload menus as well as promote any special offers that you currently have running on eatscotland.com
- Feedback from consumers via the Restaurant Review facility on eatscotland.com
- **New for 2009 only** - EatScotland food quality assurance scheme participants will receive free participation in one of the Seasonal Campaigns that will be taking place in 2009/10 (Autumn Gold/ Winter White/Perfect Day-Spring). These normally cost £89.
- An EatScotland logo in jpeg format can be provided for you to use in your own promotional material such as brochures, websites and menus
- The provision of free window stickers showing the EatScotland logo
- The provision of an EatScotland certificate which can be framed and promoted to your customers giving them an assurance of quality
- Eligibility for brown tourism signage
- The opportunity to participate in other VisitScotland marketing or special promotions
EatScotland Food Quality Assurance customers will always be first in mind with regard to any food and drink opportunities.
- The potential to be included in additional niche PR opportunities