



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.
- Feedback from consumers via the Restaurant Review facility on eatscotland.com
- 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.
- **For 2010 only** - all EatScotland quality assured customers will receive a listing in VisitScotland's Touring Guide or Indulge Guide (2011 guides) which are national, saleable guides promoting great places to stay, visit and eat in Scotland. If you have a Gold or Silver Award, you will receive a free basic entry in the Indulge Guide and if you have achieved the EatScotland standard you will receive a free basic entry in the Touring guide. Consumer research undertaken indicated that images are desirable within these guides. You can choose to upgrade this basic entry to one with an image and 40 words of copy for only £179. This provides an excellent opportunity to enhance your exposure and showcase your business to warm consumers choosing to purchase a guide to help them plan their trip and to use when they are in Scotland. Approximate print runs: Indulge Guide 10,000 and Touring Guide 15,000
- An EatScotland logo in jpeg format can be provided for you to use in your own promotional material such as brochures, websites and menus