

CELEBRATING WHAT IT MEANS TO BE NATURALLY SCOTTISH

Scottish Food & Drink September

2nd - 30th September 2024

**NATURALLY
SCOTTISH**





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INTRODUCTION

SCOTTISH FOOD & DRINK SEPTEMBER

Welcome to Scottish Food & Drink September. Previously known as Scottish Food & Drink Fortnight, this year we are extending the celebration, as there is just too much good news to share.

This September, we are bringing the Naturally Scottish brand to life and celebrating the people and products that make Scotland's food and drink industry renowned across the globe.





NATURALLY SCOTTISH: A BRAND FOR OUR INDUSTRY

Created by the industry, for the industry, Naturally Scottish is a brand that reflects the passion, pride, and personality of Scotland's food and drink sector. Our produce is renowned across the globe—from iconic favourites like salmon, gin, shellfish, whisky, berries, and beef to unexpected delights across vegetables, condiments, baking, confectionery and soft drinks. Each product is a testament to the quality and authenticity that defines Scottish food and drink.

Over the last few years, the Scotland Food & Drink Partnership has been hard at work crafting our industry's story, and we can't wait to share this with you.

WHAT DOES IT MEAN TO BE NATURALLY SCOTTISH?

Naturally Scottish embodies more than just our exceptional produce. It captures the essence of what it means to be Scottish. It's about the provenance, the place, and the people who bring our food and drink to life. It's an expression of our heritage, our commitment to sustainability, and our innovation. Whether our products come directly from nature or are crafted with care, they all share the same spirit—they are all Naturally Scottish.



GET INVOLVED

JOIN THE CELEBRATION

Throughout September, we invite you to explore and embrace the Naturally Scottish brand. Discover how the Scotland Food & Drink Partnership will use this brand to promote our industry to regional, national, and international audiences. Our campaign aims to build new connections and grow the industry, and we need you to be part of this journey.





SUPPLIER DIRECTORY

We are excited to launch a new supplier directory, bringing buyers from across Scotland, the UK and the rest of the world together with Scottish producers. More than just a directory, naturallyscottish.com (launching early September) will be a valuable resource that positions our industry on the world stage, celebrating sustainability, heritage, innovation and the dedication from businesses to create world-leading produce.

Producers, showcase your business, products and accolades. Sign up to create a profile page detailing your markets and unique offerings and connect with buyers who are eager to discover the best of Scottish produce.

Buyers, create your profile to find the producers that match your needs. Let's work together to build a stronger, more connected industry and help you find the best of Scottish produce for your customers.

Join today to join the Naturally Scottish supplier directory and be part of a community that celebrates and supports the finest in Scottish food and drink. Together, we can take our industry to new heights, sharing the naturally Scottish way with the world. **More information on how to join the directory will be shared by Scotland Food & Drink in early September.**

CELEBRATE WITH THE WORLD WHAT MAKES YOU NATURALLY SCOTTISH

Get involved in our online social media campaign. Using the hashtags **#ScotFoodSept24** and **#NaturallyScottish**, share with your audiences and customers what makes your business unique: your passion, pride and personality. Put a spotlight on your people and products and share your business story and recent successes.

Makers and Growers

- Use the branded assets available to put your people and products in the spotlight
- Collaborate with other businesses to celebrate the quality and variety of your region's larder
- Take time to share your business story and what makes you Naturally Scottish
- Run competitions, engage with foodies, or even organise an event

Stockists of Scottish Produce

- Share why you champion Scottish produce
- Showcase and promote suppliers you work with
- Run special menus that champion Scottish ingredients
- Engage with our new directory and browse new Scottish producers

Retailers

- Dedicate a promotional space in store dedicated so Scottish produce
- In store tasting sessions and competitions
- Producer spotlights and case studies in magazines and online channels
- Host a Meet the Buyer event with Scotland Food & Drink



THE LOGOS IN ACTION

LOGO SUITE

3 Primary logos with a secondary roundel logo for extended use.

Please use the link below to download all logo assets:

<https://we.tl/t-mgDS3ErWq4>

Primary Logo:

Whisky Orange & Blue:

**NATURALLY
SCOTTISH**



Whisky Orange & White:

**NATURALLY
SCOTTISH**



Reversal:

**NATURALLY
SCOTTISH**



Alt Logos:

Roundel:



Reversal:



LOGO USAGE

Do's and don'ts.



Do
On light backgrounds, the marque should appear in its full colour primary style. For dark backgrounds use the reverse marque which is white.



Don't
The marque shouldn't be stretched or squeezed to fit. The marque should not be tilted.



Don't
The marque shouldn't be placed on top of a busy image or any colour background that compromises the logo legibility.

APPLYING THE LOGO OVER IMAGERY

When selecting a background image ensure that it allows for accessible contrast for the logo; this also applies to the headline, text and call to action.

When a darker background image needs to be used, apply the reverse marque.



EXAMPLE USAGE

Throughout September, Scotland Food & Drink will be using our channels to introduce the Naturally Scottish brand to the market. See here examples of the Naturally Scottish brand in action.



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GET IN TOUCH

If you are interested in partnering with us to use the Naturally Scottish branding, please get in touch.

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Celebrate with us. Connect with us. Grow with us.

<https://foodanddrink.scot/>

<https://naturallyscottish.com/>

LinkedIn - <https://www.linkedin.com/company/scotfooddrink/>

Twitter - @scotfoodrink

Instagram – @scotfoodrink