



## **Eat Drink Hebrides: A new official food and drink trail for the Outer Hebrides – Retail Outlet Criteria**

### ***Background***

Food tourism tells the story of the destination's history, culture and people. **Eat Drink Hebrides** will be the Official Food and Drink Trail of the Outer Hebrides providing visitors with the chance to explore the unique and diverse island chain by experiencing the local food and drink famed across the islands.

### ***Who are we looking for?***

Eat Drink Hebrides is looking for participants who are champions of their product and of promoting food and drink tourism within the Outer Hebrides. Participants should be able to actively demonstrate passion for the story of their product to give visitors an exciting **food and drink experience** showcasing the Outer Hebrides.

Eat Drink Hebrides will be operated by Outer Hebrides Tourism and maintained with the input and support of all participants. The success of the Food and Drink Trail depends upon the Trail participants taking pride in their product, the community it serves and also the Outer Hebrides as a whole. Passion and collaboration with other participants will ensure the sustainability of Eat Drink Hebrides.

### ***Participation Criteria***

Eat Drink Hebrides will comprise of 3 main strands which will make up the trail. It will show visitors where they can see the produce being made, where they can taste it and also where they can buy it for themselves.

#### ***All participants:***

- Must be passionate about local food and drink in the Outer Hebrides
- Must be OHT members
- Must promote other Eat Drink Hebrides participants and the Trail in general

#### ***Retail outlets***

- Must be operating from April to October and hold regular opening hours.
- Must have a policy for promoting and selling local food which demonstrates strong community awareness and/or a place for fostering the sale local food and drink. This can be demonstrated by the following –
  - Have a dedicated section of the store which promotes local produce e.g. Hebridean food display or other way of highlighting local provenance.
  - Have at least 5 different products and/or suppliers local to the Outer Hebrides

### **Outer Hebrides Tourism**



## Participation cost and benefits

To participate in Eat Drink Hebrides participants must be a member of OHT and have either a Silver or Gold listing on our destination marketing site ([www.visitouterhebrides.co.uk](http://www.visitouterhebrides.co.uk)). There is also a £50 Eat Drink Hebrides participation fee.

The costs below are comprised of membership to OHT of £60, a cost of a Silver or Gold listing on our destination website and also the Eat Drink Hebrides fee of £50.

Business Size		
<b>Small</b> <i>You are not VAT registered and/ or have &lt;5 Full Time Equivalents</i>	<b>Small Silver</b>	<b>Small Gold</b>
	£150	£180
<b>Medium</b> <i>You are VAT registered and/or have &gt; 5 Full Time Equivalents</i>	<b>Medium Silver</b>	<b>Medium Gold</b>
	£190	£230

Registered charities will receive a 50% discount on the Website Listing of choice and Eat Drink Hebrides fee. Please note the 50% discount does not apply to the OHT membership fee.

The benefits to membership include:

- Membership to OHT (costing £60) from January to December 2016
- A Silver or Gold listing on our destination marketing website – [www.visitouterhebrides.co.uk](http://www.visitouterhebrides.co.uk)
- Inclusion in the Eat Drink Hebrides site
- Use of the official trail brand identity
- Inclusion in VisitScotland marketing activity

As part of the launch of the trail, we will be creating a trail leaflet. If you join by **December 31<sup>st</sup> 2015** then you will be guaranteed to feature on both the website and the Eat Drink Hebrides leaflet. If you choose to join after this date then your business will be featured on the website whilst featuring on the leaflet will be subject to availability.

We will also be establishing new signage for participating businesses, point of sale promotion and merchandising materials, and advertising posters. These activities will be funded through one-off contributions from businesses that wish to participate, and it is envisaged that business contributions will be matched by our project partners to get additional value from your support.

## Outer Hebrides Tourism