

Brewing Brand Success and Other Food Stories



**FARM
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Welcome

New Entrants Gathering 2018
27.02.2018

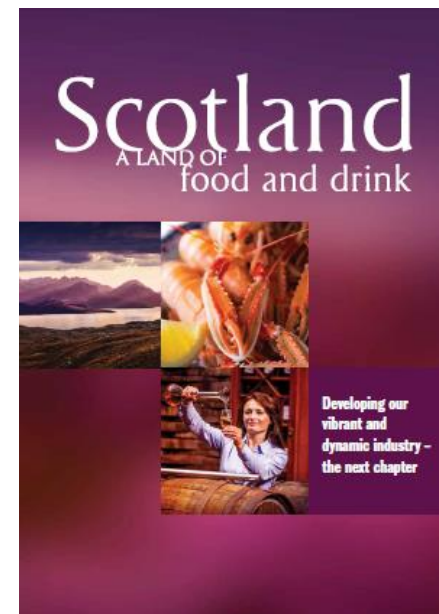


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Food and Drink in Scotland



- ✓ Scotland's best performing major sector
- ✓ Worth £14.4bn (2014)
- ✓ Start-up birth rate up 86% in 7 years
- ✓ Scottish food & drink manufacturing growth rate twice the UK average
- ✓ Farming, fishing food & drink sector directly employs 119,000 people
- ✓ Sales of Scottish brands risen by 36% since 2007
- ✓ Food & drink exports worth £5.5bn in 2016
- ✓ Central to Scotland's economy
- ✓ 'Local' increasing in importance (est. £600m)
- ✓ Ambitious for the future



Branding

- Visual Asset
- Personality
- Values
- Storytelling



Brand Value



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Brewing and Distilling



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The European Agricultural Fund
for Rural Development
Europe investing in rural areas



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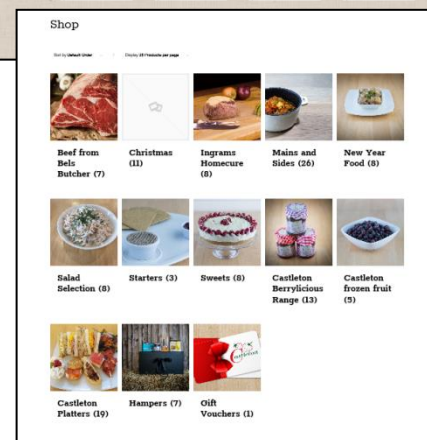
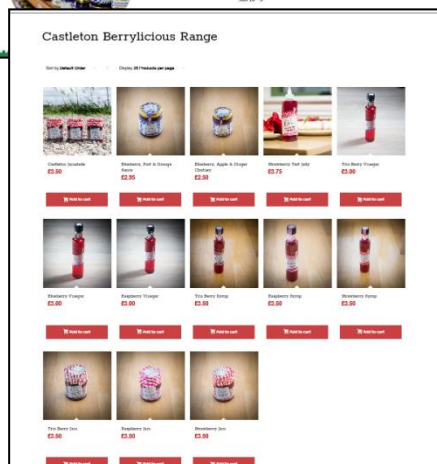
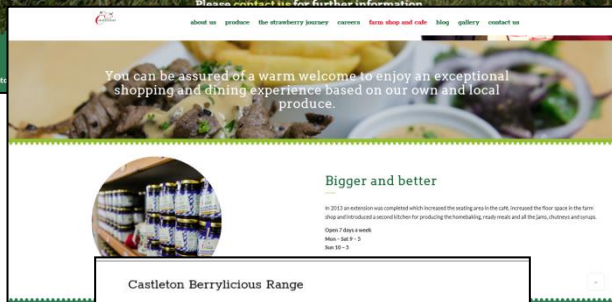
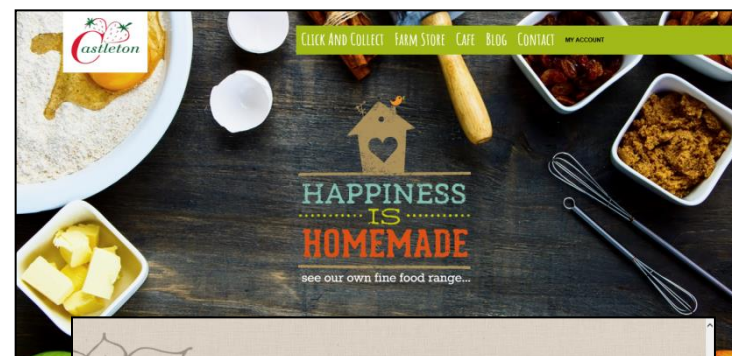
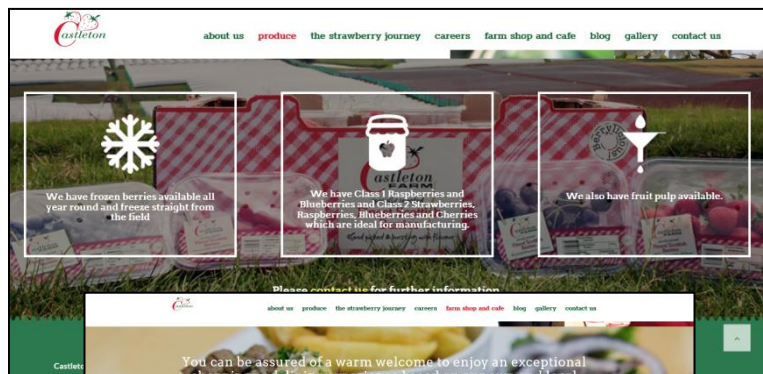
Hilltop Honey



Castleton Fruit Farm / Farm Shop



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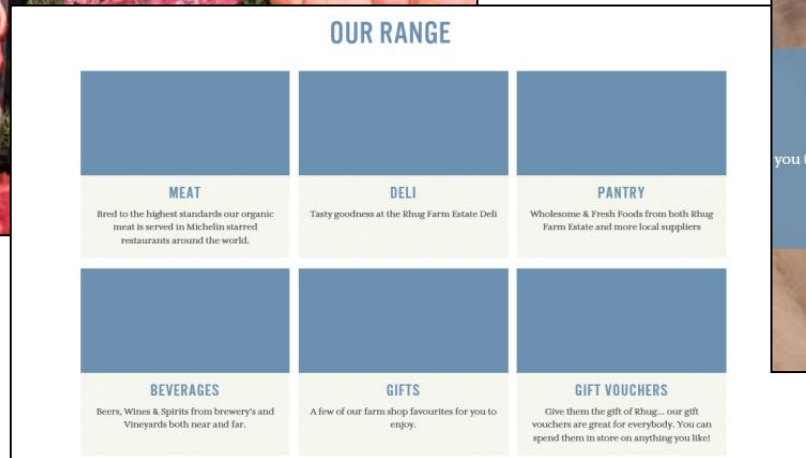
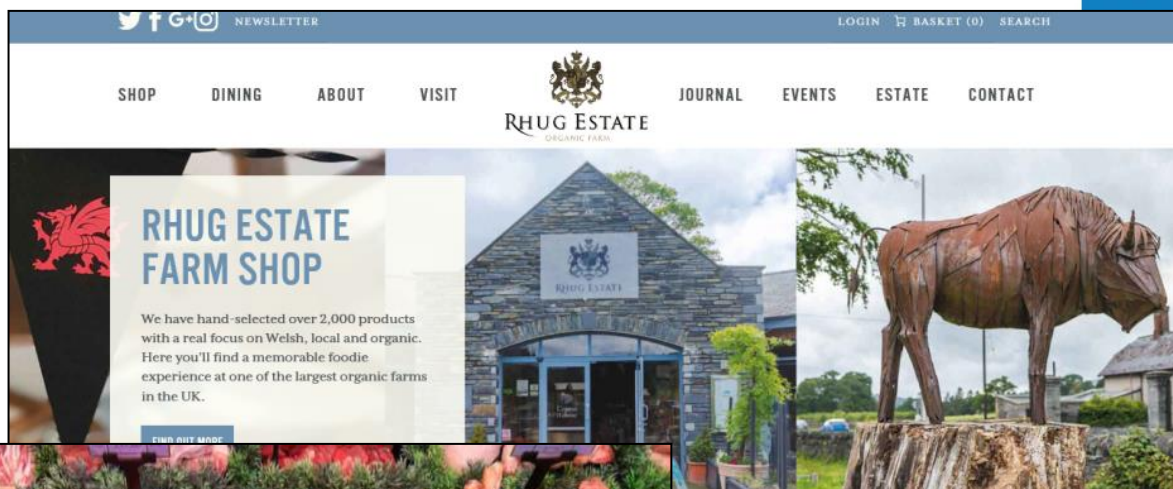


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Rhug Estate Farm Shop



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Maintain & Evolve



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- The Spinning Coin



- The Ugly Baby



- The Why?



Thank You

Kerry Allison – SAC Food & Drink

