

# CONNECT LOCAL



## \*Industry Research shows...



...consumers actively seek Scottish products



...consumers will pay more for Scottish products



...Scottish labelled products are seen as better quality

## Make Local Food & Drink Work For You

- Are you looking for inspiration and support for your menus and catering development?
- Do you want to use more local ingredients and showcase the islands natural larder?
- Would you like support on marketing to highlight provenance and deliver uplift for your business?

These FREE workshops have been specifically developed for a range of businesses, whether you are a B&B, café, manage self-catering establishments or a tourism destination, we invite you to join us to develop the local food and drink offering on the island. If you are a local food or drink producer, we would love you to join this workshop to grow your potential sales contacts, with a captive audience ready to hear about your amazing locally made products.

Marketing advice will be provided by Kerry Allison, ex head of brand and marketing at Brewdog. Catering support will be on hand from Chef John Watret who started his career working for local establishments in the Scottish borders, and has since moved on to Formula One teams around the world, to fine dining restaurants including Michelin-starred restaurant the Three Chimneys on Skye.

**9th April**  
Carinish Village Hall,  
Carinish,  
Isle Of North Uist,  
HS6 5EJ

[Please click here to register](#)

**10th April**  
Talla Na Mara,  
Pairc Niseaboist,  
Isle of Harris,  
HS3 3AE

[Please click here to register](#)

Or contact 01224 711 044, [info@connectlocal.scot](mailto:info@connectlocal.scot)

### Workshop Agenda

- 09:30 Registration and refreshments
- 10:00 Producer and supply chain workshop
- 12:00 Networking Lunch
- 13:00 Inspire and develop using local ingredients
- 14:15 Marketing our provenance
- 15:45 Feedback and close of workshop

Visit [connectlocal.scot](http://connectlocal.scot) for other useful sources of information including funding, the latest good practice guides and up to date events.



Highlands and Islands Enterprise  
Iomairt na Gàidhealtachd's nan Eilean



a Passion for our Produce