New Release

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*For immediate use*

**NICE TO MEAT YOU – SAY HELLO TO MEAT & 2.0**

* More than half of Scottish adults said that Sunday roast and mince & tatties are the top choices for the most nostalgic ‘meat and two veg’ mealtimes.
* Almost a third of Scots say soggy vegetables and overcooked meat evokes the worst memories.
* New campaign set to inspire Scots to rethink and revitalise the traditional meat and two veg combo using Scotch Beef, Scotch Lamb and Specially Selected Pork.

Scots are being encouraged to reimagine the tradition of 'meat and two veg' after new research reveals almost one-third (30%) report bad memories of meat and two veg mealtimes due to soggy vegetables and overcooked meat (34%).

That’s according to new research by Quality Meat Scotland (QMS), the public body responsible for promoting Scotch Beef, Scotch Lamb and Specially Selected Pork on behalf of the Scottish red meat industry, which also reveals a quarter (25%) of Scottish adults who eat meat recall ‘being made to eat something I didn’t like’ and ‘bland tasting food’ (22%)y.

But not all memories of ‘meat and two veg’ dishes are negative. The traditional Sunday roast conjured the most nostalgic memories for Scots (59%), followed closely by mince and tatties (47%). Almost six in ten (57%) said that family mealtimes were another fond, good memory associated with eating dishes made with 'meat and two veg', while seeing grandparents at the same time was named by 24%.

Recognising that ‘overdone meat and soggy vegetables’ are a thing of the past, QMS has launched a new campaign, Meat & 2.0 as a reboot of the meat and two concept to empower shoppers to embrace Scotch Beef, Scotch Lamb and Specially Selected Pork in more modern ways across more meal occasions as part of a healthy balanced diet.

The campaign highlights six delicious new recipes to provide simple, nutritious and protein-packed meal inspiration for all the family, including Scotch Beef satay stir fry, and mustard, soy and honey Specially Selected Pork chops with minted pea & radish salad.

**Gordon Newlands, Brand Development Manager** **at QMS said**: “Historically, we have seen mothers and fathers coming to the butchers looking for a traditional cut of meat for a Sunday roast. Whilst I’m still a fan of a roast with all the trimmings, as a kid I can remember the aftermath being strung out over a number of days – we would be eating uninspiring leftovers for most of the week.

“But gone are the days of sitting down with meat and two veg staring blandly back at you while fighting over the remote control over watching Scotch and Wry or Scotsport with Archie Macpherson – this is the era of scrolling through loads of great shows on Netflix and tucking into an enticing, colourful stir fry.

“In recent years we are seeing shoppers looking for added value in their purchases, for example asking butchers for advice on more affordable cuts of meat which can be used for tasty and nutritious home-cooked meals.  We hope that the recipes that Quality Meat Scotland are highlighting in our new campaign will inspire new habits in the kitchen and encourage people to ring the changes with the way they use red meat.  Maybe they’ll find a new favourite.”

**Dietitian Dr Carrie Ruxton, added:** “Eating quality Scotch red meat is good for everyone, and even better, it contains all the nutritional building blocks we need for good health. High quality protein is vital for muscle growth and maintenance while red meat is a fantastic source of vitamin D, which is important for bone health and immune function. It’s also rich in B vitamins which are good for energy release from food and supporting psychological function. Another vital meat-based nutrient, iron, supports the red blood cells that carry oxygen around our bodies.

“The bold and impactful Meat & 2.0 campaign hopes to boost awareness of the health credentials of quality red meat and re-energise people into thinking about how they can include Scotch Beef, Scotch Lamb and Specially Selected Pork as part of a balanced diet. And what’s even better, these dishes are made with meat that is reared with care on local, Scottish farms having held whole of life quality assurance.”

Carrie’s top tips for Meat & 2.0 are:

1.  Prep for perfection – To avoid overcooked meat, make sure to read the full recipe at the start and prepare everything you can before starting to cook, such as peeling vegetables, chopping, and measuring out quantities of herbs and spices. Not only does it take the stress out of cooking, but it allows you to get the timings right to make sure you’re not left with overcooked meat.

2.       Steam don’t boil – to avoid soggy veg, steam or microwave instead of boiling. Steaming also helps to ensure the vegetables keep their essential nutrients.

3.       Befriend your butcher - one of the secrets to serving up a great meat & 2.0 meal is knowing how to prepare different cuts of meat. Chat to your local butcher to get tips on the best ways to cook some of the less well-known and more affordable cuts.

4.       Healthy herbs and spices - For healthier meat & 2.0 meals, cut down on the salt you’re using by adding delicious herbs and spices. They also help to enhance the food’s flavour.

5.       Air fryer alternative - invest in an air fryer to provide a healthier alternative to traditional deep frying.

 For more information about Meat & 2.0 and for recipe inspiration, please visit [makeitscotch.com](https://makeitscotch.com/)

ENDS

**Notes to editors:**

QMS is the public body responsible for promoting the Scotch Beef and Scotch Lamb brands in the UK and PGI labelled Scotch Beef and Scotch Lamb branded products abroad, and for promoting Scottish pork products under the Specially Selected Pork logo.

Please note that the use of the word Scotch in the Scotch Beef and Scotch Lamb brands is correct and should not be substituted for an alternative such as Scots or Scottish. The history of the use of the word Scotch in this way, traces back to the 18th century.

QMS also helps the Scottish red meat sector improve its sustainability, efficiency and profitability and maximise its contribution to Scotland's economy.

The quality assurance schemes run by QMS cover more than 90% of livestock farmed for red meat in Scotland. They offer consumers in the UK and overseas the legal guarantee that the meat they buy has come from animals that have spent their whole lives being raised to some of the world’s strictest welfare standards.

Scotland’s beef, lamb and pork producers make an important contribution to the country’s economic, social and environmental sustainability, contributing over £2 billion to the annual GDP of Scotland and supporting around 50,000 jobs (many in fragile rural areas) in the farming, agricultural supply and processing sectors.

For more information visit [www.qmscotland.co.uk](http://www.qmscotland.co.uk) or follow QMS on Facebook or Twitter.