New Release

DATE

*For immediate use*

**Scottish foodservice to benefit from Scotch Beef Club relaunch**

Foodservice businesses in Scotland can now take advantage of marketing and technical support opportunities offered by the Scotch Beef Club, relaunched this week by Quality Meat Scotland (QMS).

The Scotch Beef Club invited an audience of leading foodservice stakeholders to its relaunch, hosted at Highland Coast Hotels’ four-star Lochardil House in Inverness. The fast-growing hotel group, which now operates seven hotels in the north of Scotland, is passionate about local and regional produce, with all its red meat sourced from the Highlands and Islands.

Any restaurant business serving premium quality Scotch Beef can join the Club and benefit from QMS’s marketing collateral and support.

Tom Gibson, Director of Business Development at QMS, said: “The Scotch Beef Club also provides added value for these businesses, promoting their support for the Quality Assurance, provenance and traceability of our premium red meat.

“Increasing trade with foodservice is top of our agenda. We have a mission to ensure current and potential customers are aware of the Scotch difference – the factors which make Scotland’s premium red meat the top choice.”

Speaking at the launch, he said that was great opportunity for chefs, restauranteurs and others in foodservice to join the Club and highlight their support for Scottish agriculture. “Our home market is key for our brands, and our customer base are great advocates for the Scottish meat industry.”

Attendees – who were shown a film showcasing Scotland’s red meat sector as well as seeing and tasting Scotch Beef – were also able to discuss it with QMS specialists at the event. Key messages focussed on the consistent quality, sustainability and exceptional taste and tenderness of Scotland’s red meat brands, attributes which are highly prized by discerning customers.

David Whiteford, Chairman of Highland Coast Hotels, said: “Across our collection of seven landmark venues, we’re passionate about local and regional produce and as a local farmer myself it gives me great pride to know that all of our beef is born and reared on farms and crofts in the Highlands and Islands region and so we’re the ideal platform to promote this campaign.

“It’s of great value to know that the whole Scotch process is underpinned by QMS’s independently certified farm to fork quality assurance scheme. We’re delighted to commit to support and showcase only the best quality Scotch Beef, Scotch Lamb and Specially Selected Pork on our hotel restaurant and brasserie menus.”

QMS Brand Development Manager Gordon Newlands added: “The story behind our brands is hugely appealing. We look forward to working with more businesses in the foodservice sector, helping them demonstrate their support for sustainably produced, quality assured Scotch Beef, Scotch Lamb and Specially Selected Pork.”

*Find out about joining QMS’s Scotch Beef Club here:* [*https://makeitscotch.com/experience/scotch-beef-club*](https://makeitscotch.com/experience/scotch-beef-club)

**Notes to editors:**

**About Quality Meat Scotland (QMS):**

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 or follow QMS on Facebook or Twitter.

**About Highland Coast Hotels:**

Highland Coast Hotels is a Scottish-based group aiming to bring innovative, sustainable and community-led hospitality to the stunning coastlines of the North Highlands of Scotland. The group intends to strengthen and enhance the hotels it owns, as well as boost regional growth.

Since being established in 2021, Highland Coast Hotels has acquired seven of the region’s landmark hotels, including the award-winning Kylesku Hotel overlooking the beautiful Loch Gleann Dubh; Newton Lodge overlooking Loch Glencoul; Tongue Hotel overlooking the Kyle of Tongue, Ben Loyal and Ben Hope; Plockton Inn overlooking Loch Carron; Royal Golf Hotel, Dornoch, which is positioned on the first tee of one of the top four most revered links golf courses in the world; and Royal Marine Hotel Brora, which is situated close to popular golf courses, stunning beaches and world-renowned distilleries. More recently, Highland Coast Hotels has added Lochardil House in Inverness to its collection.

For more information on Highland Coast Hotels, visit www.highlandcoasthotels.com and follow on social media, including;

Instagram: www.instagram.com/highland\_coast\_hotels,

Facebook: [www.facebook.com/highlandcoasthotels](http://www.facebook.com/highlandcoasthotels)

X: https://twitter.com/highland\_coast