New Release

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*For immediate use*

**Make It a Sizzling Summer with Scotch Beef, Scotch Lamb, Specially Selected Pork and the Bauer Radio Network**

As the summer rolls in (and hopefully brings us some sun and blue skies!), Scotch Beef, Scotch Lamb, and Specially Selected Pork are teaming up again with the Bauer radio network to bring a sizzling campaign to listeners across Scotland. Building on the successful partnership earlier this year, this new initiative aims to inspire people in Scotland to make the most of their summer with top-quality meats, perfect for BBQs, alfresco dining, and gatherings with family and friends during the exciting summer of sport.

The campaign launched on 24 June, and will reach 2.4 million adults in Scotland, across Bauer's radio stations including Forth 1, Clyde 1, Greatest Hits Scotland, Central FM and Kingdom FM. Listeners will hear 10-second and 20-second adverts highlighting the benefits of choosing Scotch Beef, Scotch Lamb and Specially Selected Pork for their summer eating occasions.

One of the campaign highlights is the 'High steaks' competition which runs live on-air, where lucky winners will have the chance to bag vouchers to spend across the prestigious Scotch Butchers Club network on a whole host of red meat options for their summer feasts.

Presenter and keen chef, Grant Thomson, will embark on his own 'Farm to Fork' journey, which will be showcased in a video available on Bauer’s online platforms and social media channels. He will visit the beef and sheep farm run by the MacDougall family in Kilmacolm and hear from Nigel Ovens at McCaskies Butchers. This initiative aims to bring consumers closer to the source of their food, highlighting the quality, traceability and great taste of the brands from farm to table.

Emma Heath, Director of Marketing at Quality Meat Scotland, said: "We are thrilled to be partnering up again with the Bauer Radio network and Grant Thomson to promote Scotch Beef, Scotch Lamb, and Specially Selected Pork as the ultimate choice for summer dining and entertaining. With a reach extending to 2.4 million adults across Scotland, this campaign will be heard from tractors, cars, offices and kitchens all over the country and highlights why consumers should choose quality assured, locally sourced red meat this Summer and beyond."

The campaign is scheduled to run until the end of July, ensuring that Scotch meat remains top of mind throughout the summer season.

For more information on the campaign and to follow Grant Thomson's 'Farm to Fork' journey, visit makeitscotch.com and follow Make It Scotch on social media and check out the radio stations' social channels too.

**-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.