**Press release: General**

**For Immediate Use**

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**EQ Food and Drink Pavilion showcases the region's finest local produce**

The EQ Food & Drink Pavilion at Turriff Show is regarded as one of the top attractions at the show, alongside the outstanding exhibition of livestock and animals that takes place. This year will be no different when the show returns on 4 and 5 August 2024 at the Haughs in Turriff.

Nothing is better proof of this than the sellout of the food & drink exhibitors’ stand space – food and drink makers know just how much the visitors love the unique variety of produce on offer and nobody wants to miss out on the chance to sell at such an impressive and well-organised event.

Turriff Show President, David Allan of Melrose Farms said: “The superb showcase of local food and drink makes for an atmosphere that is buzzing and centred around the pride of seeing and tasting everything that the northeast has to offer. There will be a host of local producers as well as ones from further afield, all with a fabulous range of products for visitors to experience.”

**Louise Urquhart, Louise’s Farm Kitchen said:** “The show is great as an exhibitor – all the committee members and volunteers are so friendly and helpful which means there is a real buzz about the show park before the gates have even opened!

“Our sausages completely sold-out last time we exhibited so we’ll be back in the EQ Pavilion with even more this year! We will also be bringing some of our 100% grass-fed Aberdeen Angus beef for the first time.”

In the QMS Cookery Theatre **Jock Gibson from Macbeth’s Butcher in Moray** will be carrying out butchery demonstrations, while a live show of chefs cooking up local produce will tell the whole story of processing, retailing and food service.

**Catriona Frankitti who hosts the cookery demonstrations said:** Pride, passion, and provenance have always been at the heart of the Turriff show, with 160 years of success to reflect on, it will be a pleasure to host the EQ marquee demonstration kitchen in 2024 on behalf of the sponsors, the traders, local chefs, and guests.

**Claire Rennie, Summerhouse Drinks from near Fraserburgh, said:** “Showcasing local produce is crucial because our local customers and consumers are our biggest champions, and they want to discover more delicacies to buy and enjoy.  This turns into loyal customers for small and new producers which gives them the income stream to survive and thrive in business.
“The atmosphere in the pavilion is second to none, surpassing even the food hall at the Highland Show.  It is a great mix of small, medium, and large businesses and the customers that come are interested and keen to buy.”

**EQ’s Forfar Managing Partner Mark Smeaton said:** “EQ are proud supporters of both Scotland’s food and drink community and the agriculture sector. The Turriff show is a landmark event that we have been excited to be part of for many years through our sponsorship of the Food & Drink Pavilion.

“It’s important to us to help highlight the impressive produce from growers and makers in Aberdeenshire and beyond. The pavilion will feature over 50 stalls where show visitors will be able to sample the many impressive delights. We are also really looking forward to the demonstrations in the Cookery Theatre where food, farming and the environment come together, and we will hear firsthand from farmers, growers, and makers.

“We will also have our own stand at the event and look forward to seeing clients and contacts who make it along.”

David Allan added:“Our committee of volunteers bring this all together and Sarah Mackie (Curator) and Rachel Sharp (Food & Drink Convener) are the duo responsible for orchestrating the huge operation behind the scenes at the EQ Pavilion and our utmost thanks must go to them for organising such an enjoyable part of the show for both exhibitors and visitors alike.”

Come along to Turriff Show on Sunday 4 and Monday 5 August. For more information and to purchase tickets, visit <https://www.turriffshow.org/>

**-ENDS-**

**Notes to editor:**

* Turriff Show will take place Sunday 4 and Monday 5 August 2024 at the Haughs, Queen’s Road, Turriff, AB53 4EF.
* Turriff Show is a registered charity, first established in 1864 and is now the biggest two-day agricultural show in Scotland, attracting 24,000 visitors annually
* Turriff Show offers over £88,000 worth of prize money and have over 1,500 exhibitor classes
* In 2024 the show will host the Scottish National Simmental Society’s Summer National Show and the Scottish National Bluefaced Leicester Progeny Show.
* Main Sponsor for 2024’s event is Melrose Farms & Haulage – a family-run agricultural & haulage business near Banff, Aberdeenshire.

Press releases are issued on behalf of Turriff Show by Jane Craigie Marketing - a marketing and communications team who work with a wide range of clients, mostly, but not exclusively, in the agricultural, environmental, and rural sector.

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