New Release

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*For immediate use*

**Quality Meat Scotland to elevate culinary excellence as gold sponsor of professional food festival**

Quality Meat Scotland (QMS) is proud to announce its participation as a gold sponsor at the upcoming Universal Cookery and Food Festival (UCFF), an esteemed event celebrating the best in culinary arts and food innovation.

Taking place at Loddington Farm in Kent on 26 September, QMS will use the role of gold sponsor to actively engage with chefs and food industry professionals to promote the quality, sustainability and provenance of the Scotch Beef, Scotch Lamb, and Specially Selected Pork brands.

Attendees will have the opportunity to sample an array of Scotch products, with experts on hand to discuss support for food businesses. Specific attention will be drawn to the Scotch Beef Club, which is a network of restaurant establishments committed to serving Scotch Beef which is traceable and quality assured right across the whole red meat supply chain. Through this initiative, QMS aims to build relationships with chefs to further embed Scotch Beef, Scotch Lamb and Specially Selected Pork into the culinary fabric of the UK.

Gordon Newlands, Brand Development Manager at QMS, who will be representing the organisation at the event alongside Trade Development Executive Emma McGowan, said: “We are thrilled to be a gold sponsor at UCFF, a fantastic platform to showcase the superior credentials of our brands to an influential audience of chefs and culinary experts. We hope to inspire food professionals to embrace the unparalleled quality and sustainability of our brands, and to partner with the Scotch Beef Club where they can elevate their menus with premium red meat products.

“We warmly invite all attendees to visit our stand - 60 - and discuss how we can support their businesses.”

As a gold sponsor of the event, QMS products will be showcased throughout the event. Delegates will also be served delicious breakfast, lunch and dinner menus featuring Scotch Beef, Scotch Lamb, and Specially Selected Pork products.

For those interested in a more in-depth discussion at UCFF, meetings can be arranged by contacting Gordon Newlands at gnewlands@qmscotland.co.uk.

For more information on the Scotch brands, visit: <https://qmscotland.co.uk/>

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**Notes to editors:**

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**About QMS**

Quality Meat Scotland (QMS) is the public body which helps Scotland’s £2.8 billion red meat sector maximise its positive role in our wealth, health and environment. This includes supporting productivity and profitability, sustainability and integrity, as well as around 50,000 jobs across the red meat supply chain including in some of our most rural areas.

90% of Scotland’s cattle, sheep and pig livestock farmed for red meat are part of our internationally recognised and approved assurance schemes, under the Scotch Beef UK geographical indicator (UKGI), Scotch Lamb UKGI and Specially Selected Pork brands. They give people at home and overseas the legal guarantee that the meat they buy has come from animals that have spent their whole lives being raised to the highest of standards.

The suite of assurance schemes extends across the supply chain including feeds, haulage, auction-market and processing. Together the six livestock and non-livestock schemes make sure Scotland’s red meat is among the worlds-best for quality, animal welfare standards, production and traceability.

We are evidence-informed and work closely with partners across the supply chain to track developments in the beef, pork and lamb markets, sharing latest market prices, market developments and commentary with industry.

QMS also:

* runs major marketing and advertising campaigns to promote the brands and drive demand
* supports product development and innovation for profitable supply chains
* works on projects which support environmentally friendly practice for a sustainable sector that plays a key part in protecting our planet
* educates young and aspiring people across classrooms, sports clubs and communities in Scotland on the health benefits of red meat and career opportunity in the sector

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.

**Useful info**

* QMS 5-year Strategy to 2028
* Red Meat Industry Profile 2024 – for key statistics across the red meat supply chain
* QMS website
* QMS social media - Facebook / Twitter / LinkedIn
* QMS Podcast