

Taste Our Best briefing



VisitScotland's food and drink Quality Assurance scheme, Taste Our Best, recognises and celebrates businesses providing locally sourced quality food and drink.

A wide range of businesses, from restaurants, cafés and takeaways to hotels, visitor attractions and B&Bs can join Taste Our Best.

- To sign-up - [Taste Our Best - Our Food & Drink QA Scheme | VisitScotland.org](https://www.visitScotland.org.uk/taste-our-best)

Key Objectives

- Provides the consumer with visibility of businesses who source and promote Scottish food & drink
- To encourage the use of fresh, local, and seasonal produce
- Improve food quality and foodservice standards
- Develop stronger links between the food & drink and tourism sectors
- Contribute to building reputation of Scotland as a Land of Food & Drink

Key Benefits

- Comprehensive feedback on the product which can be used as a business development tool and to help with staff training
- Tool to demonstrate your commitment to responsible tourism
- Increased staff knowledge on food and drink being served
- Develop relationships with local producers and support the local economy
- Diners are prepared to pay more for local produce
- Driving up investment in the quality of Scotland's food and drink offering

What is involved in the assessment?

An Incognito visit to assess the product which focuses on the following:

- Provenance, seasonality, and promotion
- Businesses must source and promote at least 40% Scottish produce
- All staff must demonstrate knowledge of produce
- Service and Hospitality - must be of a high standard
- Food & drink - culinary skills, presentation and quality is assessed
- Quality of menu presentation
- Cleanliness - must be of a high standard
- After the incognito visit a verbal debrief will be given to the business on the full customer journey, including pre-arrival stage
- Business receives a written report
- If the business passes the assessment a certificate and marketing logo is issued