

Local Food and Drink Marketing Toolkit

Whether you're a farmer, cider-maker, restaurateur or accommodation provider, this toolkit will help you to:

- Champion the best of Exmoor produce and maximise sales
- Benefit from your association with local food stories and the great produce from our breath-taking landscapes

About Eat Exmoor

Eat Exmoor is a partnership project led by Visit Exmoor and Exmoor National Park and supported by West Somerset Council to promote locally produced food and drink, support the local economy and to secure a greater awareness of Exmoor as a foodie destination.



Food for Thought

Farming has shaped our landscape and the area is rich with some of the finest food and drink. As more people are drawn to the National Park as a great food destination, there is a greater expectation for our producers, cafes, pubs, restaurants and hotels to meet their demand for quality local and seasonal food. From morning to evening meals, a visitor's perception of a destination can be heavily influenced by the food and drink offer. It forms part of their cultural adventure of the area and creates memorable experiences.

Annually we have over 2 million visitors to Exmoor who spend in excess of £40 million on food and drink. Whether you are an eatery, local producer, accommodation provider or retailer, the commercial opportunities are compelling.

From the moors to the coast, Exmoor’s natural environment provides the perfect combination of fertile land and sea to support food production and a beautiful landscape in which to experience it. With quality seasonal food, rare breed farmers, artisan bread bakers, sweet treat confectioners and award winning gin and cider producers, there are plenty of ways to focus your attention on local produce and provenance. Your business, the local economy and the environment will reap the rewards, securing a more sustainable food and drink scene.



Whortleberry sponge. Photo: Julia Amies-Green

Promoting the provenance of local food and drink:

Food producers, retailers and caterers can work better together to ensure they communicate exactly how and where local food comes from.

It’s not enough to simply say that your food is local. By going one-step further, you can ensure that you give the customer or supplier the information they are really seeking.

Name your farms and producers and say something about the nature of the environment where the food or drink has been produced, prepared and served. Say a little about the people behind it and help bring your produce to life. What do you love about the place where your food is produced and served and what can other people see or taste so they can experience it too?



How well does your business give visitors the 'taste' of Exmoor? Rate your business now

Quickly complete this quiz to find out how well your business reflects the local food story and then use the Top 10 Tips to help you improve.

Rate yourself using the following scale:

| | | | | |
|---------------|-------------|-------------------|-----------------|--------------------|
| Not at all: 0 | A little: 1 | To some extent: 2 | Quite strong: 3 | Very well/often: 4 |
|---------------|-------------|-------------------|-----------------|--------------------|

QUESTIONS FOR HOSPITALITY & RETAIL BUSINESSES

- | | score |
|---|--------------------------|
| 1. We use local/regionally sourced and seasonal produce where possible | <input type="checkbox"/> |
| 2. Our front of house staff tell customers about our homemade items, regional specialities and provenance | <input type="checkbox"/> |
| 3. Our use of local produce is promoted visually around the premises and on our menus | <input type="checkbox"/> |
| 4. We describe our dishes on menus to reflect our local sourcing eg. Little Oak Farm Pork | <input type="checkbox"/> |
| 5. We share local food, drink and producers links, stories and experiences with customers and encourage them to try/buy local | <input type="checkbox"/> |
| 6. Our kitchen and front of house staff know our local suppliers | <input type="checkbox"/> |
| 7. We use our website and social media to promote our use of local produce and promote our suppliers | <input type="checkbox"/> |
| 8. Our food offering provides visitors with a sense of uniqueness to Exmoor | <input type="checkbox"/> |
| 9. We hold events/special offers specifically to highlight our use of local produce and support our suppliers | <input type="checkbox"/> |

Overall score ____

QUESTIONS FOR PRODUCERS

- | | score |
|--|--------------------------|
| 1. We use our association with Exmoor in the marketing of our product | <input type="checkbox"/> |
| 2. We use local Exmoor images to link our product with the landscape | <input type="checkbox"/> |
| 3. We use the term 'Made/Produced on Exmoor' on our labelling | <input type="checkbox"/> |
| 4. Our website/Facebook home page conveys the Exmoor message | <input type="checkbox"/> |
| 5. Our website has a section with 'Our story' which includes references to our love of and links with Exmoor | <input type="checkbox"/> |
| 6. We share our story with customers | <input type="checkbox"/> |
| 7. We personally know most of our customers | <input type="checkbox"/> |
| 8. We invite our customers/potential customers to visit our farm/premises | <input type="checkbox"/> |
| 9. We work with other businesses in our vicinity to promote each other to visitors | <input type="checkbox"/> |

Overall score ____

Overall score 0-18 Your business currently reflects very little of the local food message. Use the Top Ten suggestions to help guide you to attract new customers, improve your customer experience and develop your business into an integral part of the Exmoor food and drink scene.

Overall score 19-29 Your business does reflect elements of the local food message but there is much more you can do to actively promote it and help Exmoor become known as a great food destination. Identify gaps and use the Top Ten tips to improve your business offering and customer experience.

Overall score 30+ Well done, your business already strongly reflects the importance of local Exmoor produce. Keep up the good work and remember to maximise your marketing and publicity opportunities by shouting about your local food. Use the Top Ten to help identify any areas you can improve on.

Top 10 Tips for Hospitality & Retail Businesses

Use our top tips to help you to:

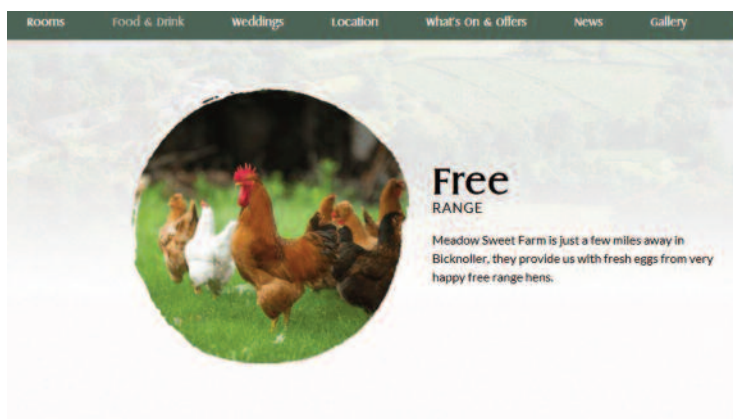
- Source more fresh local produce
- Sell more local food and drink products from quality suppliers
- Benefit from your knowledge of local produce and its links with our National Park's landscapes
- Become known as a 'local food' venue

1. Buy local: Try to buy seasonal, local ingredients to serve on your menus or sell in your shop. Learn why it's important and the value it brings to the local economy, the environment and the benefits it brings to your customers. Buying local produce cuts down on food miles, ensuring products are at their freshest, tastiest and most nutritional, and thereby supporting Exmoor producers to increase production and become more sustainable. Visit



www.djmiles.co.uk

www.exmoor-nationalpark.gov.uk/tourism for a **database of local suppliers.**



Visit www.luttrellarms.co.uk/food-drink/local-produce/ to see their local produce page.

2. Shout about it: If you serve local food and drink, let people know. It is not enough to simply say that your food is local and seasonal. Where possible, name producers and farms rather than simply use the term 'local' on your menu. Consider using a **chalk board map**, a **'today's suppliers' board** or **cheese board/ploughmans flags** with the names and location of your producers and perhaps include food miles too. Even B&B's can have an effective message on their websites - have a photo of you, your cooked breakfast and your 'Today's suppliers' Blackboard, on your website accompanied by a local food message.



www.thepighotel.com/at-combe/devon-restaurant

The Pig promotes their kitchen garden and all other produce from within a 25mile radius.

3. Tell the produce story: Say a little about the people and places that produce the food that's being served or sold in your restaurant or shop and help bring the produce to life. Share a little of the producer's Exmoor story. Ensure the whole team knows about your local products and suppliers and encourage them to communicate this to customers while serving food.

4. Photos and Videos: Content is king in this digital age and pictures are best; take some quality photos and videos to highlight what you do and how you do it. Photograph your producers, your signature dishes using local ingredients, the chef visiting local food producers or doing cooking demonstrations etc. Utilise Exmoor National Park's media library at [Flickr.com/exmoornp](https://www.flickr.com/photos/exmoornp/) or [flickr.com/visit_exmoor](https://www.flickr.com/photos/visit_exmoor/). Showcase them at your premises, on your website and on social media.

5. Be social and share: Social media is a great way to reach out to new customers and to maximise the benefits of third party endorsement from your existing ones. There are simple tips and tricks to get people talking about your business. Use hashtags on Instagram and Twitter including #Exmoor #EatExmoor #Localfood #farm #BuyLocal. Share photos and videos and encourage others to share too. Share posts from and links to your producers and in turn, they should link back to you too.



6. Be newsworthy: Celebrate local produce with a special occasion such as an Exmoor themed evening or special menu and tell the local press. Invite a reporter or photographer to attend or send a follow-up press release with a great photo. Building good relationships with the media is a great way to reach more customers. The media love a local food story so tell them when you host a special local food event or if you win any awards. Ask the National Park about holding a CareMoore Dining Club event - achieve publicity for your local food use and invite a local producer to tell diners their story.

7. Create recipes and menu items that incorporate local produce as a key ingredient:

Send them to the media, create a video for social media or simply share on your website and provide a link via social channels and email. Use the opportunity to experiment with new dishes and to encourage your customers to try local produce.

Make simple dishes special by using local produce eg. Little Oak Farm Sausages & Mash, Exmoor Honey-glazed Carrots, Exmoor's Wicked Wolf Gin & Tonic Sorbet

8. Enter food and drink awards: Simply entering for awards can help you focus your attention on how visitors perceive your business. Any success is a great draw for new customers, can be a great selling point and invaluable in marketing your business. Visit www.tasteofthewest.co.uk www.southwesttourismawards.org.uk www.trenchermans-guide.com/awards

theswan.co





9. Get involved in the 'local food and drink' scene: You can raise the profile of your business by getting involved with other venues, chefs and producers who love local produce. Encourage your chef to do cooking demonstrations at local/regional events or host your own foodie event and invite people to visit you for a special celebration of Exmoor food and drink. Show your links to Exmoor by utilising the Exmoor brand on your menus and in your marketing
www.exmoor-nationalpark.gov.uk/tourism
www.exmoorfoodfest.com

10. Review sites: Embrace websites such as TripAdvisor, where customers can place reviews on their dining experience.

Millions of people use them every day. A selection of great reviews ideally mentioning your use of local produce and some great photos can be more influential in bringing you new customers than any advert, and it won't cost you a penny. Make sure you supply the correct information to the site to start with mentioning your use of local produce and links to your website and great photos. www.tripadvisor.com

Top 10 Tips for Food & Drink Producers

Use our top tips to help you to:

- Raise awareness of your food or drink produce
- Reach new trade and consumer customers and increase sales
- Provide the information your customers want to know

1. Be local: If you produce food or drink on Exmoor, tell your customers and suppliers. This could be with a simple strapline such as 'Made on Exmoor', or 'From the heart of Exmoor'. Capitalise on the Exmoor brand - make use of the Exmoor National Park Branding toolkit and labels.

Visit

www.exmoor-nationalpark.gov.uk/tourism



2. Be friendly: Meet your suppliers and tell them about your product. Invite the staff to visit your farm or factory. Take the time to meet your customers personally. People do business with people not brands and you're far more likely to develop a long lasting relationship if you provide a friendly and welcoming service.

3. Tell your story: Provide information about who you are and what you produce on your website and promotional literature. Remember to convey your passion for the area and your products. These resources will help your customers and their staff to relate to your business. Even a one-liner on packaging can help tell your story and sell your product!



www.exmoorales.co.uk

4. Photos/videos: Content is king in this digital age and pictures are best. Use photos and videos that highlight



what you do and how you do it. Showcase them on your website and create an image library for suppliers and the media to download and use with a credit for your business/product (eg. Farmer and pig, Baker with bread, Cider producer with apples). Make use of local images from the Exmoor National Park's media library of photos at [Flickr.com/exmoornp](https://www.flickr.com/photos/exmoornp/)

5. Be social and share: Social media is a great way to reach out to new customers and to maximise the benefits of third party endorsement from your existing ones. Get people talking about your business; use hashtags on Instagram and Twitter including #Exmoor #EatExmoor #Localfood #farm #BuyLocal. Share your photos and videos and encourage others to share their own pictures of your produce. Remember to share your partners' content too such as the local shop selling your produce, or restaurant serving up your food. In turn, they should share your content too.

6. Be newsworthy: Celebrate local produce with a special occasion such as an Open Day or team up for an event with a restaurant who uses your produce and tell the local press. This can generate good publicity both before and after the event. Invite a reporter or photographer to attend or send a follow-up press release with a great photo. Building good relationships with the media is a great way to reach more potential customers. The media love a local food story so tell them if you have any new products – send them a sample or invite them to your farm/premises. Don't forget to let them know about any awards you win too.

7. Create recipes that incorporate your product as a key ingredient: Send them to the media and local community magazines with a photo or create a video of you or a local chef cooking it. Post them on social media and share on your website. Get people talking about you and your business.





www.wickedwolfgin.com

8. Enter food and drink awards: Simply entering for awards can help you focus your attention on the quality of a specific product. Any success is a great draw for customers, can be a great selling point and invaluable in marketing your business. Visit www.tasteofthewest.co.uk

9. Attend local farmer's markets, food and drink festivals or events:

Meet with your customers face to face at local farmers markets, village fetes and other events. Offer samples, package your produce well, tell your story and the sales will follow. Become part of the local food scene. Your collaborations will reap many benefits.

10. Run a competition or prize draw to highlight the USP of your product with the prize being some of your products, or club together with some other producers and create a hamper. Great for social media posts and wonderful low-cost exposure for your business.

Useful Websites:

Exmoor National Park Authority

www.exmoor-nationalpark.gov.uk/tourism for more useful information about the Eat Exmoor project, tourism business news and a Rural Tourism Toolkit.

Visit Exmoor - visitor information site including the Eat Exmoor digital guide www.visit-exmoor.co.uk. Members / trade site www.visit-exmoor.co.uk/trade

Image library www.Flickr.com/exmoornp

Exmoor Hill Farming Network www.exmoorhillfarmingnetwork.org.uk

West Somerset Council West Coast 360 www.westcoast360.co.uk

Exmoor Food & Crafts, Minehead <https://twitter.com/ExmoorFoodCraft>

www.porlockbayoysters.co.uk

