

TASTING SCOTLAND

GOURMET JOURNEYS & EVENTS

Brenda Anderson

Founding Director, Travel Planner, Tour Guide, Pot Washer,
all round food & drink-loving traveller (used to be a Size 8).

Twitter: @TastingScotland

Facebook: @TastingScotland

Instagram: tasting scotland

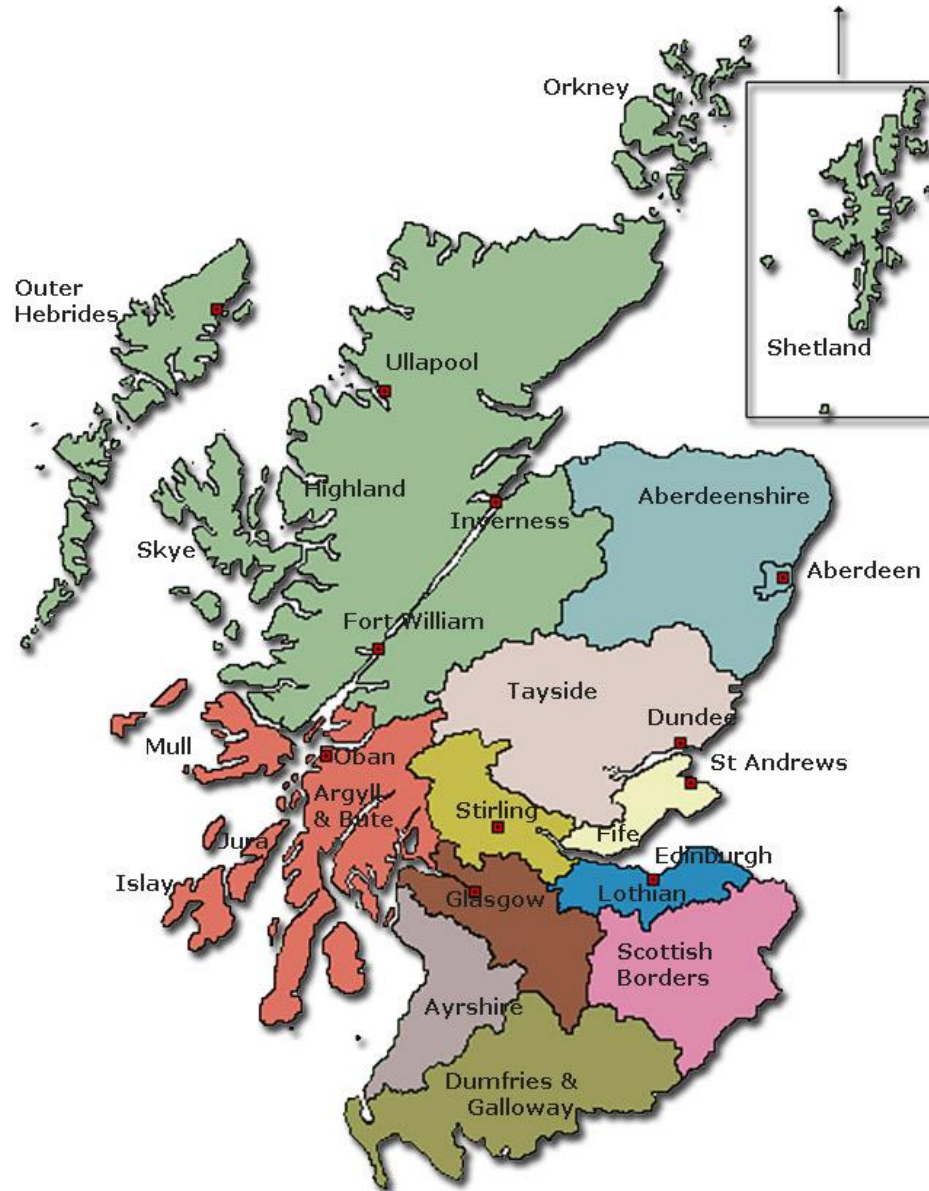
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What is Food Tourism?

"Food tourism is the act of traveling for a taste of place in order to get a sense of place".

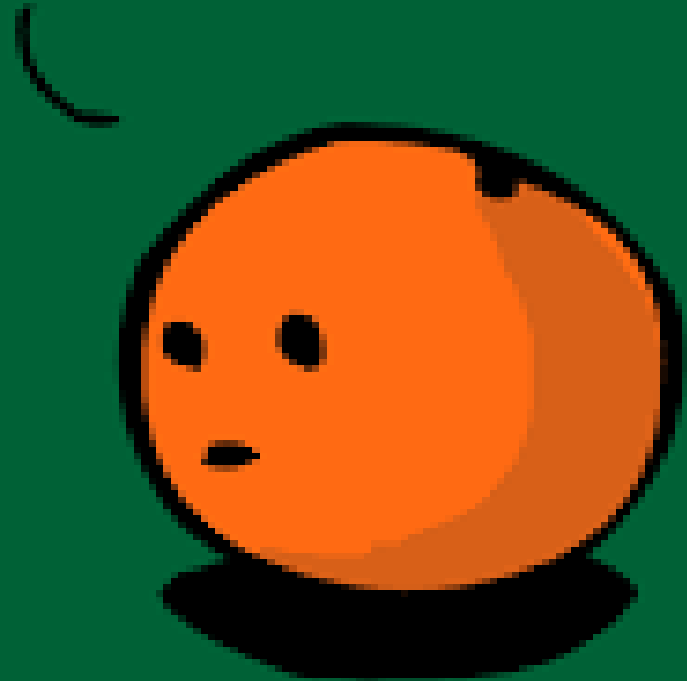
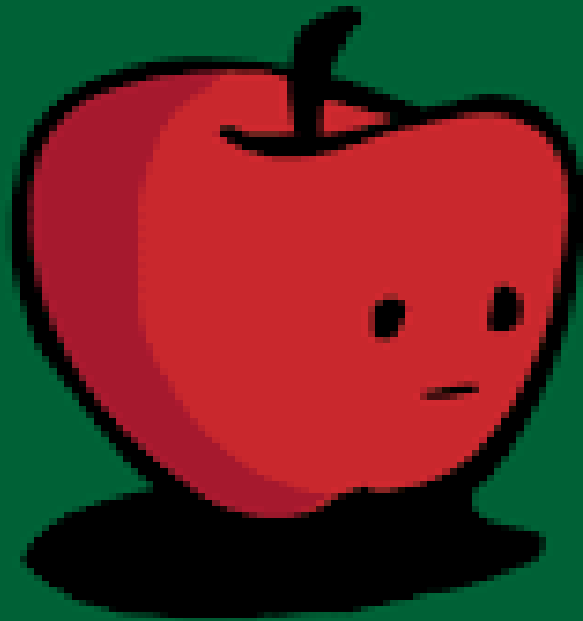
- World Food Travel Association

Early Days...Simple, right?



Competitive Disadvantage?

Well, we're both fruit.



SCOTLAND

HAGGIS

WHISKY

SALMON

SHORTBREAD



What really?.....



Unknowingly Scottish



Creation of a Sense of Taste



ZOOM OUT: Regional diversity to product focus

ZOOM IN: Storytelling based on authenticity & quality, history, heritage & modern innovations to pique interest

= Market widened to those other than
'Food Adventurers'

“one of the most unique,
memorable and interesting
places for food and drink on the
planet”.

Erik Wolf, Executive Director
The World Food Travel Association, 2010

@WorldFoodTravel #EatWellTravelBetter



Thank you.

Brenda Anderson

Director – Tasting Scotland

Ambassador (Scotland, UK) – World Food Travel Association

brenda@tastingscotland.com

+44 (0)141 2394907 +44 (0)7974 212529

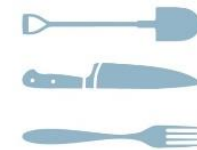
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