



Press Release

Record sales for Stirling's finest at this year's Royal Highland Show

Five of Stirling's finest food and drink producers exhibited under the Stirling Tastes Good banner at last week's Royal Highland Show for the second year running. The show which had over 170,000 visitors (up nearly 10K on last year!) proved a great success, with all five producers reporting sales being up significantly on last year.

Not only was the Stirling Taste Good stand a big hit with the public but it also attracted great interest from industry Buyers including Tesco, SCOTMID and Sainsburys.

Gordon Bell, Executive Director at STEP which supported the producers and helped secure funding from Stirling Council for the second year running, commented; "The Royal Highland Show is an ideal platform for Stirling Tastes Good to showcase what Stirling has to offer. Not only does it give the producers increased awareness but also presents significant commercial opportunities. I'm delighted to hear that already some serious conversations have started between some of the largest supermarket chains in the country and our producers!"

Exhibitors this year included Katy Rodgers Artisan Dairy from Fintry. The family-run business has gone from strength-to-strength this year, recently picking up the Product of the Year Award for their yogurts at the Scotland Food & Drink Excellence Awards 2013. The company's Scottish breakfast yogurt is filling a gap in the premium hotel market and supplies hotels such as The Balmoral, Edinburgh, Cameron House on Loch Lomond and The Old Course, St. Andrews. Katy Rodgers Artisan Dairy has also secured contracts over the last year with supermarket chains Waitrose and Aldi.

Get Juiced, manufacturers of 100% fresh fruit juice and smoothies also exhibited this year. Since last year's show the company has experienced significant success winning the Great Taste Gold Award 2012 for three of its drinks, as well as adding to an already enviable client list with supermarket chains, ASDA and ALDI coming on-board.

Callander-based, MHOR run by brother's Tom and Dick Lewis also took time out from the recent launch of their MHOR84 Motel to showcase their delicious breads, pastries, donuts and meringues at the show.

T & R Skinner, home of the Award Winning Extraordinary Sausage Co, also attended after yet another successful year for the family run butchery. The business is now looking forward to the opening of the new butchery locations at Dobbies in Stirling and also The Woodhouse in Kippen.

The company also reformulated its premium sausages range, reducing the salt content by 25% and had its second invitation to present at Scottish Parliament to showcase Healthy Growth in food and drink manufacture in Scotland.



Edenmill Farm, the real farm shop and smokery outlet producing tasty beef, lamb, pork, venison and game also attended the show. Visitors to the Edenmill stand had the opportunity to sample and buy products from its new smoked product ranges as well as some of its exciting new flavours of sausages! Edenmill has also recently added a new catering and event management side to the business.

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ABOUT STEP: STEP is the economic development agency for new and growing businesses across Stirling. We help businesses in our region to be successful by giving business advice, providing affordable property and hosting relevant training.

Since 1984 we've been helping businesses to get started and set off on the path to growth. Among the businesses we've met, most have become successful, thriving local enterprises and many have grown to become national or international traders. The way we approach our clients today comes from many years of meeting people with the ideas, ambitions and plans that have potential to become great businesses. www.stepstirling.co.uk