



WILD ABOUT
ARGYLL

TASTE
OF PLACE
TRAILS

GET A FLAVOUR OF OUR TASTE OF PLACE TRAILS BE PART OF IT!

PARTNER & BUSINESS TOOLKIT | JULY 2021



Taste of Place Trails is a partnership campaign led by AITC and Food From Argyll with funding support from Argyll & Bute Council, CalMac and VisitScotland Growth Fund

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READ MORE



01

WHY WE HAVE CREATED THIS CAMPAIGN

"WE ARE PART OF IT"

Fraser & Nikki Brown
Shellfield Farm
Farm Produce Trail

The 'Taste of Place Trails' campaign has been created by Wild About Argyll for the following reasons:



To fully embed our food and drink offering into our day to day visitor experiences



To showcase the core three elements of People, Place and Produce



To celebrate the breadth and quality of Argyll's exceptional food and drink offer



To inspire repeat visitor trips and loyalty to the destination for food & drink experiences



To encourage more locals to enjoy what is on their doorstep



To support our local producers and nurture business collaboration across Argyll & The Isles

THIS CAMPAIGN
FEATURES MEMBERS OF
AITC AND FFA. IF YOU
ARE NOT CURRENTLY A
MEMBER, ARE ELIGIBLE
FOR ONE OF OUR
TRAILS AND WOULD
LIKE TO BE INVOLVED
[CLICK HERE >](#)

A woman with dark hair and bangs, wearing a floral patterned shirt and a blue apron, is smiling and holding a round cake decorated with white frosting, colorful flowers, and cinnamon sticks. The cake sits on a rustic wooden slice. The background shows a sunny outdoor setting with a wooden fence, some foliage, and distant hills under a clear sky.

02

WHAT ARE THE TASTE OF PLACE TRAILS?

"I'M PART OF IT"

Kate Jackson
Northern Lights Cakery
Coffee & Cake Trail

Wild About Argyll (Argyll & the Isles Tourism Cooperative) has developed a digital and experiential initiative called '**Taste of Place Trails**' supported by a partnership funded digital campaign in 2021/22.

The Taste of Place Trails is a partnership between Food from Argyll (FFA) and AITC and the trails have been devised to showcase the breadth and quality of Argyll's exceptional food and drink offer, and particularly the producers, providers and experiences. It is visitor facing but also seeks to encourage more locals to enjoy what is on their doorstep.

There are **five trails** representing the breadth of offer available:

- Seafood
- Spirit & Beer
- Farm Produce
- Coffee & Cake
- Vegan

Each trail has specific eligibility criteria which businesses can sign up for and if a formal member of either AITC or FFA will get a full listing on the relevant trails and feature in the promotional activity.

Other businesses who have not as yet signed up are shown on the trails with a basic listing. They can readily upgrade by joining either organisation. Some businesses, based on their offer are eligible to be on more than one themed trail so can readily be added as appropriate.

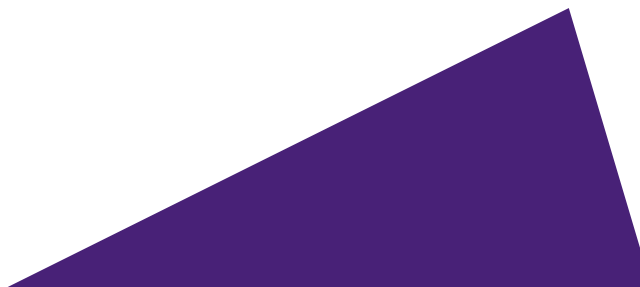
THE CAMPAIGN

The digital campaign is hosted on AITC'S wildaboutargyll.co.uk website and across the [@wildaboutargyll](https://twitter.com/wildaboutargyll) social channels. The individual trails are displayed on an interactive map allowing anyone viewing to choose what interests them and also home in on a particular geography either as part of planning a trip or once in destination.

The landing page will feature blogs and itineraries with new content added throughout and social media posts continually driving interest.

The purpose of this campaign is to promote and celebrate the breadth and quality of Argyll's outstanding food and drink. Our campaign seeks to share all the reasons why our food and drink is so special and encourage more people to experience and enjoy it!

"The Taste of Place Trails is a partnership between Food from Argyll and AITC and the trails have been devised to showcase the breadth and quality of Argyll's exceptional food and drink offer, and particularly the producers, providers and experiences. It is visitor facing but also seeks to encourage more locals to enjoy what is on their doorstep."



PRODUCT DEVELOPMENT & COLLABORATION

This initiative is designed to engage and inspire visitors and locals, but to also stimulate product development by building our network of local Taste of Place Trail businesses. Our aim is to stimulate and encourage much greater use of local produce within our hotels, cafes, bars and restaurants and to develop local collaborations between producers and providers and within discrete geographic areas. There is evidence of this already happening on Mull and Bute and our aim is to stimulate this in other areas by sharing best practice.

THE OBJECTIVES

We want to encourage repeat and new visitors to travel to our area and give them confidence in a post lockdown era to feel safe and welcome, but most of all, to include our food and drink in their travel planning. We want as many visitors as possible to taste our authentic food and drink, meet our producers and enjoy the many unique experiences on offer which tie the produce to the place. We also want visitors and locals to seek out our produce when back home helping to sustain our local producers and be inspired to return again to explore different parts of Argyll and the Isles.

THE AUDIENCE

- Focus on staycation market
- Central belt of Scotland
- UK wide including rest of Scotland
- Local day trip market within Argyll

THE FORMAT

The campaign is being activated as a social media campaign through the Wild About Argyll main channels. The campaign assets are available for local businesses and partners to use on their channels to increase the effectiveness of the overall campaign and also give free access to a creative campaign as a key member benefit.

Campaign Hashtags

#TASTEOFLACETRAILS
#WILDABOUTARGYLL

#EATTHEVIEW for specific posts only

Please use #tasteofplacetrails hashtag on all posts relating to this campaign. We can then use this to track and share all related content.

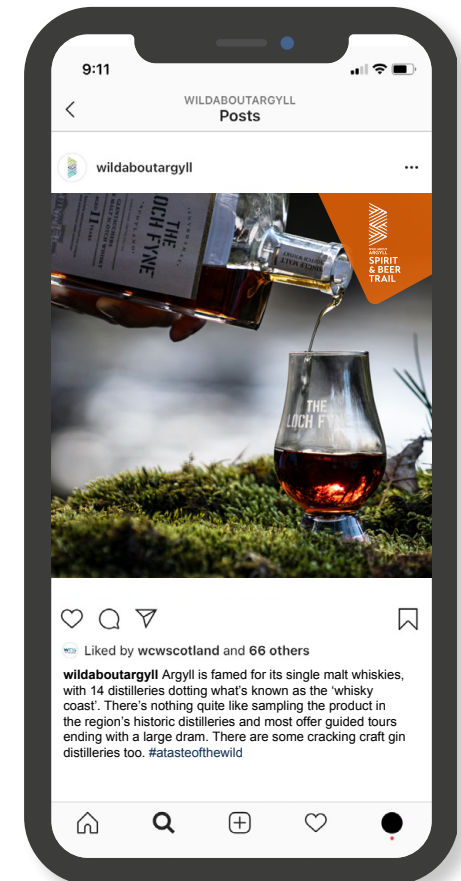
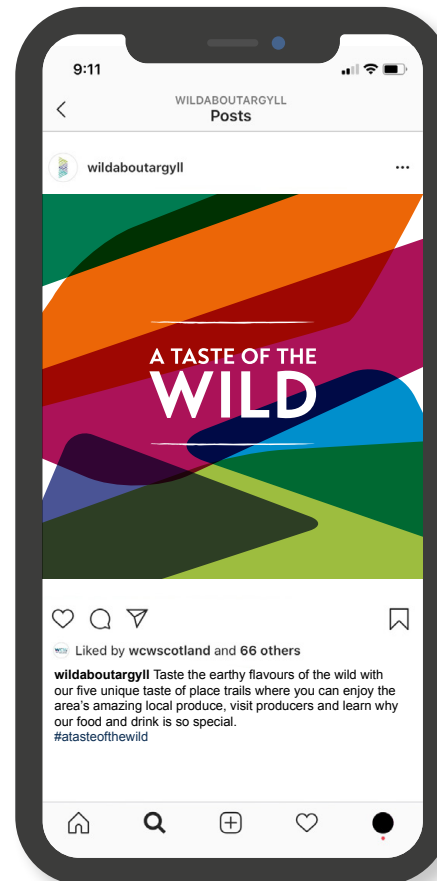
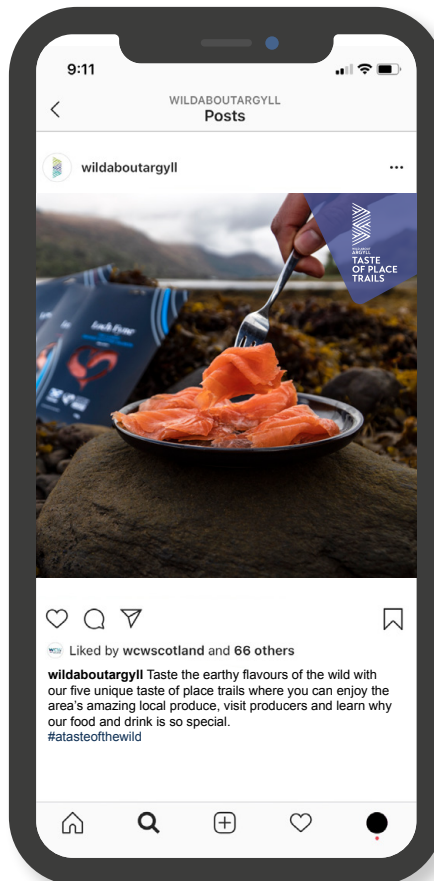
[Click to view our Wild About Argyll Social Channels](#)

THE TIMESCALES

- Launched June 2021
- Will run throughout the rest of 2021 and end March 2022

'A TASTE OF PLACE' SOCIAL MEDIA CAMPAIGN

The Taste of Place Trails will be active on the Wild About Argyll **social media** channels for the duration of the campaign. With multiple posts per week, showcasing and celebrating the mix of produce, as well as our producers. This will be the main use of the photography and video assets to entice our followers to visit and buy. We will **tag businesses** involved, so keep an eye on your alerts to **re-post and share** on your own channels! You can see some sample of posts below. But to see it all make sure you follow Wild About Argyll.



A woman with a warm smile, wearing an orange turban and a blue apron over an orange long-sleeved shirt, is focused on preparing food. She is in a kitchen setting with shelves of books and various kitchen items in the background. In the foreground, she is working with a bowl of chopped green vegetables. A large green diagonal overlay covers the right side of the image, containing white text.

03

THE ELEMENTS OF OUR CAMPAIGN

"I'M PART OF IT"

Janine Calder
Catchacarrot Vegan Cafe
Vegan Trail



THE MAIN MESSAGE

The **Taste of Place Trails** is the overarching campaign.

- promoting Argyll's producers, providers, their products and the place
- profiling the breadth and quality of food and drink available across the entire area
- showcasing local food and drink experiences offered by AITC and FFA members

The campaign is then split into **5 themed trails**

- Seafood Trail
- Vegan Trail
- Farm Produce Trail
- Spirits & Beer Trail
- Coffee & Cake Trail

Request the files >

**THE TRAIL LOGOS
ARE YOURS TO USE.
ON YOUR WEBSITE,
SOCIAL MEDIA, IN
YOUR PREMISES,
HOWEVER YOU LIKE!**



04

CAMPAIGN ASSETS

"WE ARE PART OF IT"

Glen Scotia Distillery
Spirit & Beer Trail



PHOTOGRAPHY

We carried out a series of photoshoots earlier this year, featuring our members to showcase as part of the Taste of Place Trails.

We have two banks of photography featuring:

- **People** – our local producers
- **Food & Drink** – the local ingredients and finished dishes

[Request images >](#)

We also hold place images in our library and have a network of local contacts if images of specific places are needed.





FEATURE FILMS & SHORT VIDEO CLIPS

We have a series of new films created purely for this campaign showcasing the very best of Argyll - the food, drink, people, landscapes, and most of all, the experience!

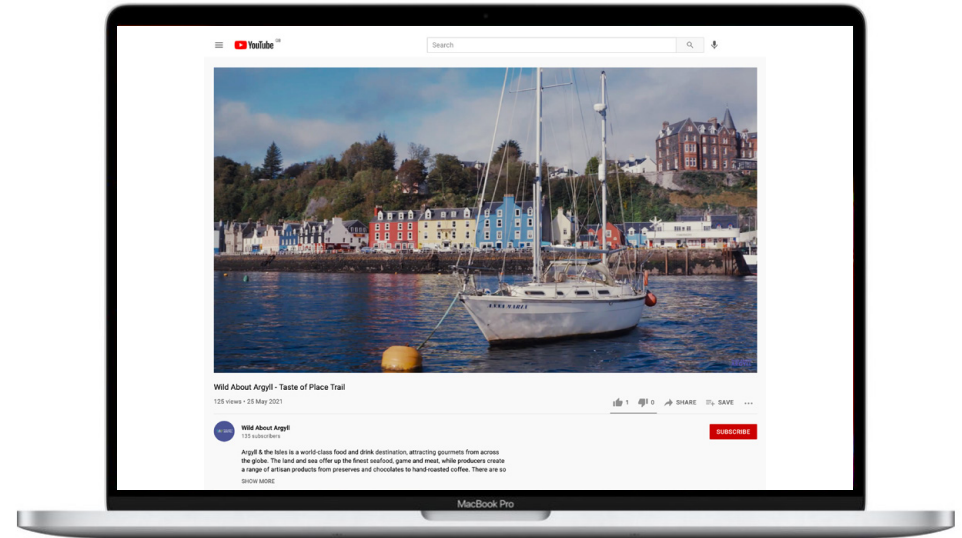
View and share the campaign **feature films**:

- **Main Feature Film Long** >
- **Main Feature Film Short** >
- **Seafood Trail Feature Film** >
- **Spirit & Beer Trail Feature Film** >
- **Farm Produce Trail Feature Film** >
- **Coffee & Cake Trail Feature Film** >
- **Vegan Trail Feature Film** >
- **Eat With Your Eyes Trail Feature Film** >

View the full Taste of Place Trails Playlist on our **YouTube channel** >

Short Video Clips

These are approx. 20 seconds long and we have a great mix across all 5 trails. We will share these on all social channels throughout the duration of the campaign across all our channels and tag featured businesses, please look out to **share and comment**.



“We will share these on all social channels throughout the duration of the campaign across all our channels and tag our members, please look out to share and comment.”



INTERACTIVE ONLINE MAP

A fully interactive map is online at Wild About Argyll, to give visitors information and inspiration about producers, providers and experiences on each of our five trails.

Members of AITC and/or FFA who have completed the eligibility forms have a full listing detailing

- Trail
- Narrative about their food/drink offering
- Contact information
- Web link
- Useful info e.g. Eat in/Alfresco, Takeaway, Shop, Taste/Tour, Produced on Site etc
- Imagery

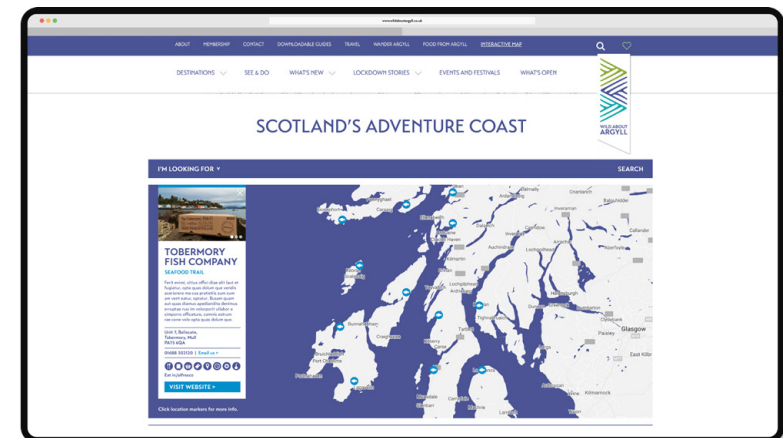
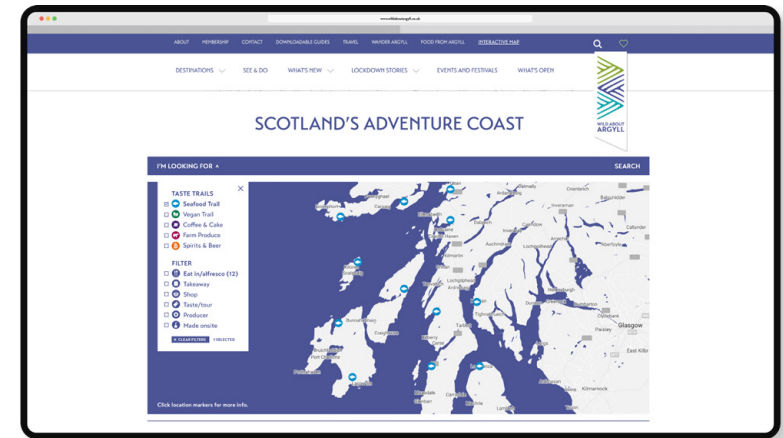
Some other businesses are featured who have not as yet signed up with AITC or FFA as a pinpoint on the map only. These can readily be upgraded by signing up.

View the map online >

Interested?

Find out if you are eligible to join one of our taste of place trails.

Simply click here and fill in the form >





EAT THE VIEW INITIATIVE

To celebrate the fact that much of our local produce is grown or foraged from our landscape, we have an **'EAT THE VIEW'** initiative.

Producers and providers can take part by offering picnics to customers and filling out the template provided to suggest a favourite viewpoint or picnic spot to enjoy their picnic and contemplate where the local produce comes from.

If you are offering **EAT THE VIEW** picnics, please **email Helen** to let us know. We will periodically be profiling everyone taking part.

WILD ABOUT ARGYLL
TASTE OF PLACE TRAILS

Your Eat the View picnic contains

and it's our personal recommendation to enjoy your picnic at following viewpoint

Savour Argyll's stunning landscapes where so much of our produce originates and our producers work.

EAT THE VIEW

Share your picnic with us
#tastetrails #eattheview #wildaboutargyll

Instagram Twitter Facebook
wildaboutargyll.co.uk/taste-trails

WILD ABOUT ARGYLL

[Download the template here >](#)



PR & MEDIA

In addition to the social and online campaign, we will be enjoying some local, regional, and national press coverage in the papers and online. Look out for media coverage so you can engage and also share on your own social media.





BLOGGERS & INFLUENCERS

As part of the campaign we will engage with bloggers and influencers to cover each of our Taste of Place Trails.

There will be opportunities for participating businesses to host and we will reach out as we develop the itineraries to see who would like to be involved. We will keep everyone updated when a trip is happening and when anything is published.

Campaign Hashtags

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#WILDABOUTARGYLL

#EATTHEVIEW for specific posts only

Please use these hashtags on all posts relating to this campaign. We can then use this to track and share all related content.

[Click to view our Wild About Argyll Social Channels](#)





05

HOW TO GET INVOLVED

“WE ARE PART OF IT”

Pierhouse
Hotel & Seafood Restaurant
Seafood Trail

IT'S GOOD TO SHARE!

How you can be part of the campaign – let's do this together



Tag @WILDABOUTARGYLL
channels on your own posts



Use the campaign assets.
You can request these here >



Stay connected with
our campaign – Like, Share,
Tag, Comment, Save, Follow



Tag fellow
businesses and producers to
collaborate locally



Be consistent, share
often and share across all
your channels



Use the hashtag
#tasteofplacetrails

THIS CAMPAIGN
FEATURES MEMBERS OF
AITC AND FFA. IF YOU
ARE NOT CURRENTLY A
MEMBER, ARE ELIGIBLE
FOR ONE OF OUR
TRAILS AND WOULD
LIKE TO BE INVOLVED
[CLICK HERE >](#)

A man with dark hair tied back, wearing a grey and black striped shirt and brown trousers, is sitting on a log. He is smiling and looking towards the camera. The background shows a calm lake reflecting a cloudy sky, with hills in the distance. The foreground is a grassy bank with some small plants.

06

WHO IS PART
OF THE TASTE
OF PLACE
TRAILS?

“WE ARE PART OF IT”

Fergus & Ness
Hinba Coffee Roasters
Coffee & Cake Trail

GET TO KNOW WHO IS ON THE TRAILS AND WHY NOT COLLABORATE?

SPIRIT & BEER TRAIL

Oban Distillery
Glen Scotia Distillery
Fyne Ales
Beinn An Tuirc Distillers Ltd
Lussa Gin
Whitetail Gin
Wild Thyme Spirits
Islay Gin Ltd
Caol Ila Distillery
Lagavulin Distillery
Loch Fyne Whiskies
MacGochans
Tigh na Mara Guest House
Ben Cruachan Inn
The Whistlefield Inn
Kilfinan Hotel
Isle of Bute Gin
Port Charlotte Hotel

SEAFOOD TRAIL

Skipness Seafood Cabin
Skipness Smokehouse
Portavadie
Loch Fyne Oyster Bar and Deli
Loch Melfort Hotel
Ninth Wave
The Pierhouse Hotel
Starfish Restaurant and Gallery
Tobermory Fish Company
The Coll Hotel
Gigha Halibut
Glenegedale House
Islay Sea Adventures - Seafood Special
The Fisherman's Kitchen
Inverawe Fisheries
Kilfinan Hotel
Tigh na Mara Guest House
Airds Hotel
Port Charlotte Hotel

COFFEE & CAKE TRAIL

Argyll Coffee Roasters
Coast Coffee
Campbell Coffee
Cakes in the Call Box
Glenbarr Cafe
The Little Bespoke Bakery
The Dutch Bakery
Food from Argyll Café at the Pier
Hinba Coffee Roasters
Tiree Tea
Beinn An Tuirc Distillers Ltd
Inverawe Fisheries
Loch Melfort Hotel
Colonsay House Gardens and Cafe
Oban Chocolate Company
The Coll Hotel
Tigh na Mara Guest House
Beinn An Tuirc Distillers Ltd
The Blairmore
Northern Lights Cakery
Aisling's Kitchen
Lucy's Ardfarn

Mount Stuart House and Gardens
The Shore Cafe
Dunoon Burgh Hall
Five West

VEGAN TRAIL

Kings Reach Vegan B&B
Catchacarrot Vegan
Food from Argyll Café at the Pier
The Whistlefield Inn
Garragh Mhor B&B Easdale
Lucy's Ardfarn
Tigh na Mara Guest House
The Pierhouse Hotel
Coast Coffee
MacGochans
Dunoon Burgh Hall
The Blairmore
Eco Nature Holidays
Loch Melfort Hotel

FARM PRODUCE TRAIL

Isle of Mull Cheese
Isle of Bute Cheese
Winston Churchill Venison
Glenbarr Stores
Shellfield Farm
Loch Fyne Oyster Bar and Deli
Puffer Foods
Kintyre Preserves
Highland Fold Ice-Cream
Inverloch Cheese
Wee Isle Dairy
Isle of Mull Seaweed
Argyll Coffee Roasters
The Pierhouse Hotel
Colonsay Hotel
Inverawe Fisheries
The Crofter's Kitchen
Fyne Futures
Leant-To Farmshop at Ardentrive Farm
Wild Kitchen
Carradales
Annie's Herb Kitchen

A man and a woman are standing outdoors in a paved area, possibly a park or a street. The woman on the left has bright pink hair and is wearing a black t-shirt with a small logo, a red and black plaid kilt, and black tights. She has several tattoos on her arms. The man on the right has a long beard and is wearing a black t-shirt with a small logo, a green and black plaid kilt, and black knee-high socks. He also has tattoos on his arms. They are both looking at each other and smiling. The background shows a green fence and some trees. A large, semi-transparent pink graphic is overlaid on the right side of the image, containing text.

07

QUESTIONS & CONTACTS

"WE ARE PART OF IT"

Slanj Restaurant & Village Shop
Spirit & Beer Trail

BE PART OF IT!



For all business and trail specific queries

Helen Dick

Argyll & The Isles Tourism Cooperative

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For all campaign strategy queries

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