



GREAT PERTHSHIRE PICNIC

2018 PACKAGES

1ST - 30TH SEPTEMBER

CELEBRATING FOOD
AND DRINK RIGHT
ON OUR DOORSTEP

WELCOME

WE'RE BACK!

After the success of the last two Great Perthshire Picnics, we are back this September 2018 with our fab food and drink festival throughout Perthshire.

This year will be bigger and better, drawing in both local visitors and those from further afield.

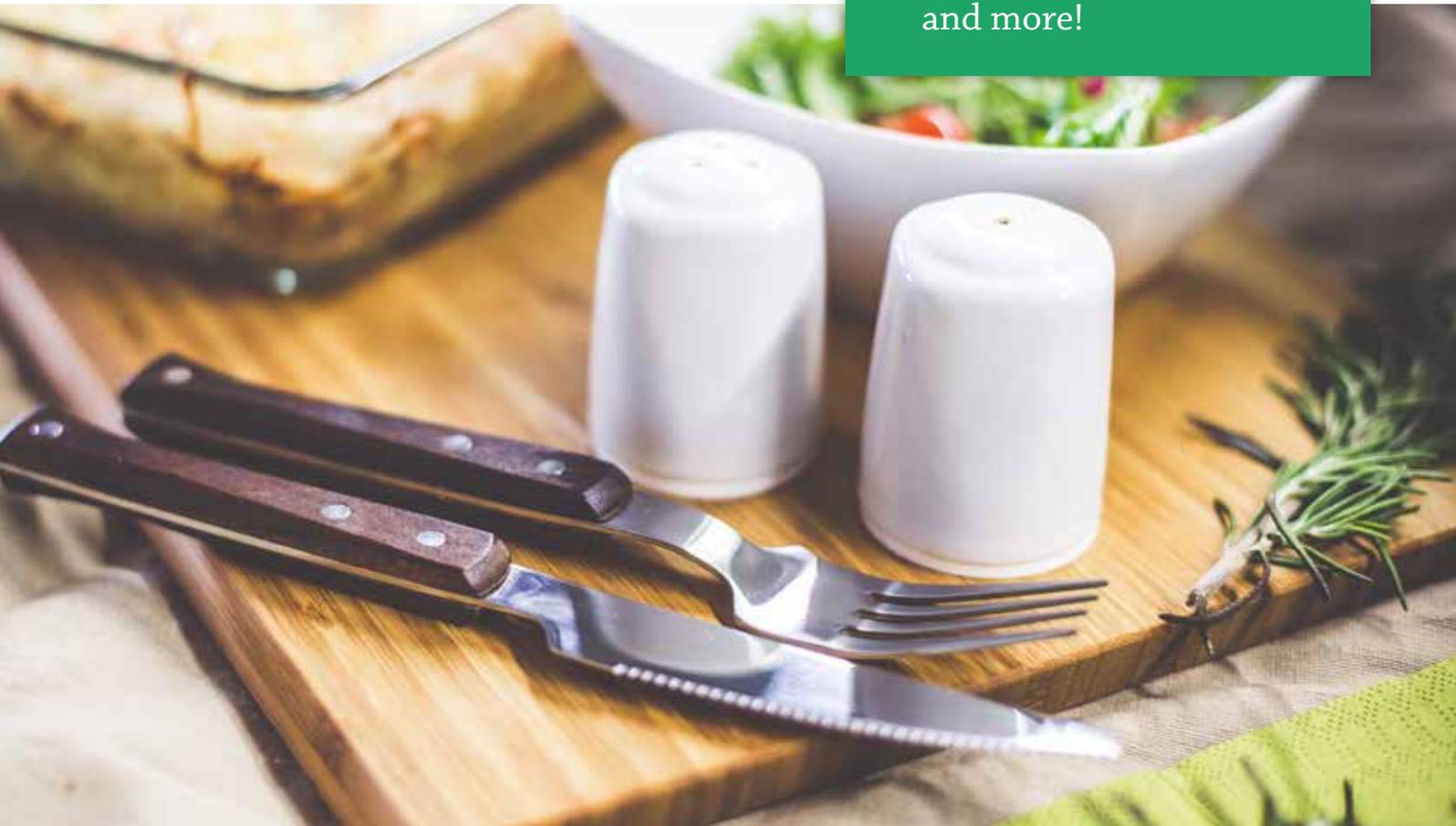
WHAT'S IN IT FOR YOU?

If you host an event of your choosing (during the month of September) and tell us about it we will co-ordinate event details in our brochure and help to advertise on social media and via local outlets such as Small City, Big Personality, Perthshire Advertiser and other publications.

INCREASE YOUR FOOTFALL FOR SEPTEMBER AND BEYOND!

IN 2017...

- » Over 50 events held across Perthshire over the month of September
- » Over 30 local businesses took part
- » 90% of participants responded positively to the concept and execution
- » Excellent public uptake
- » Collaboration with Perthshire Open Studios, Visit Scotland, Perth & Kinross Council, Scotland's Food Fortnight and more!



WHAT IS IT?

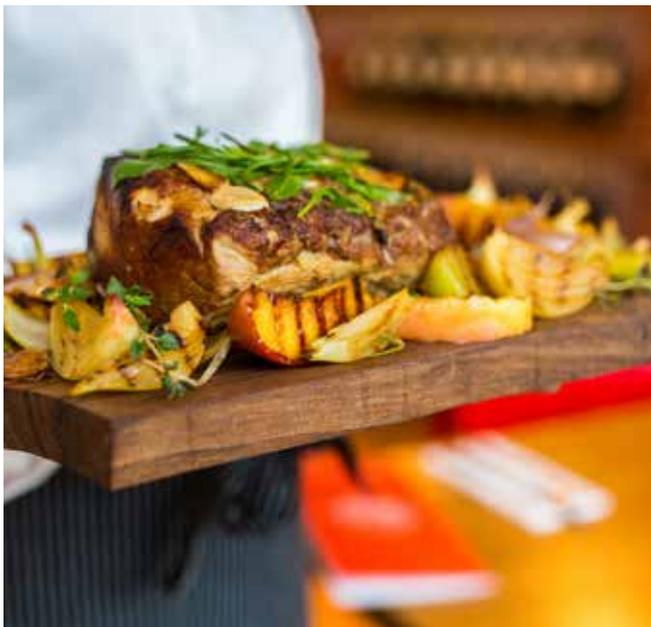
TO PUT IT SIMPLY...

IT'S A FOOD AND DRINK FESTIVAL FOR PERTHSHIRE, THROUGHOUT PERTHSHIRE

You put on the event(s) and we market it to the public under the umbrella of the Great Perthshire Picnic.

Perthshire boasts some of Scotland's best restaurants, chefs and artisan producers. There is a strong commitment to quality, sourcing locally and seasonally.

Award-winning pies, Rosette star chefs, on-trend gin bars and proper old-fashioned home-baking all go into making Perthshire one of the tastiest places you will visit - let's shout about that!



EVERYONE'S INVITED

The range of different events last year was fantastic, providing an event that catered for everyone.

Events ranged from free entry to £150 and included whisky tasting evenings, Perthshire inspired menus, cooking lessons and more. Each business kept 100% of their takings!



WHY GET INVOLVED?

COLLABORATION

Great Perthshire Picnic is run entirely by Perth's renowned social enterprise, Giraffe Trading CIC. Working together means we can all benefit from shared promotion, experiences and recommendations, whilst supporting our invaluable social work and building stronger ties with each other.

CELEBRATING PERTHSHIRE

There is a fantastic range of food & drink businesses in Perth and Kinross. This is a great way to connect and learn about new producers, suppliers or outlets along the way.

CREATING OPPORTUNITIES

It can be difficult as a small business to spread the word about what you have to offer. Being part of the Great Perthshire Picnic gives you the opportunity to reach a wider audience for greater value. All you need to contribute is a new or existing event which you may be already planning.

REACHING NEW AUDIENCES

The Great Perthshire Picnic is a platform for customers to access the full range of Perthshire's bountiful larder. Being involved will therefore attract people to not only one event, but introduce them to potential new experiences - not just for a day, but over the entire month of September.

BE A PART OF IT

WHAT YOU NEED TO DO...

STEP 1

ORGANISE AN EVENT WITHIN YOUR BUSINESS

Everything is controlled by you - the price, the location, the date, the content - everything! We don't even take a cut. The only constraint is that the event must happen during September 2018.



STEP 2

TELL US ALL ABOUT YOUR FANTASTIC EVENT

Simply complete our template which will talk you through the required steps.

We will need the following information:

- » Event date(s), time(s) and location(s)
- » A catchy title and a high resolution marketing picture for your business or event
- » Short event summary (max 50 words for the printed brochure)
- » Full event description (for website article)



STEP 3

CHOOSE OPTIONAL ADVERTISING

We have a range of advertising packages available to choose from on the next page, each offering fantastic value for money.



DEADLINE FOR
BROCHURE INCLUSION
FRIDAY 15TH JUNE

SIGN UP NOW

WHAT YOU GET...

» A text and image listing in our brochure (see below) - 10,000 print run.

MONDAY 1ST



Your fabulous event header goes here

A description of your event would go here with the location, times and what is happening. You could include things like a price range or a special offer for early bookings.

**51-53 South Street, Perth PH2 8PD
6pm to 8pm**

» A listing on our website with images and more information about your event.

» A dedicated page on our website advertising your event and business including your business details and description.

» Street advertising appearance on large format posters with the list of events on display.

» Social media coverage across Facebook and Twitter with boosted posts and links back to the website.

» Media coverage such as Perthshire Advertiser and Small City, Big Personality.

ALL FOR JUST £55

Each business can list up to 3 events for the initial price of £55. Additional events can be included for a small fee of £10 each.

To ensure inclusion in the printed brochure, your event details must be submitted before Friday 15th June 2018. After this deadline your event will still appear on the website and social media channels.

ADVERTISING RATES WITHIN THE BROCHURE

Make a bigger impact within our 10,000 print run brochure with some separate advertising.

The standard package above is included in the following prices.

FULL PAGE ADVERT: **£175**
105mm x 297mm (plus 3mm bleed)

HALF PAGE ADVERT: **£125**
105mm x 148.5mm (plus 3mm bleed)

DOUBLE PAGE: **£300**
210mm x 297mm (plus 3mm bleed)



WORTH NOTING... WORTH...

20th

CELEBRATING LOCAL HONEST & SIMPLE

Graeme Pallister, Chef Patron of 63 Tay Street and Scottish Chef of the Year 2013, is famed for his mantra of 'local, honest, simple' and so, to celebrate the Great Perthshire Picnic, Graeme will be creating a Perthshire in September Tasting Menu which will run from 26th to 24th September in his Tay Street restaurant.

Due to Graeme's strong seasonal ethos, he'll be working with the best ingredients available at the time and therefore, will launch his menu for September 1st when he knows exactly what Mother Nature has made great for us.

Book in now and you'll be emailed a menu with a matching flight of wines selected by Lucas. Or, keep an eye on our Facebook page for updates. Whatever the ingredients, we know that Graeme and Lee are certain to impress us with their creative and mouthwatering choices.

**AT 63 TAY STREET, PERTH
TO BOOK, CALL 01738 441451**

FISH TASTING TOUR

**AT GEORGE CAMPBELL & SONS
TO BOOK, CALL 01738 638454**

17th - 18th

CHILLI, GARLIC & GINGER WEEKEND TASTING SESSION AT GLENDOCK GARDEN CENTRE

If you love Chilli, Garlic or Ginger (don't necessarily all together!) then here's your chance to enjoy a hot and spicy treat. Meet some of our suppliers & taste lots of lovely food.

WHERE: Glendock Garden Centre, Glendock, PERTH PH2 7NS

WHEN: Sat to Sun

17th (SATURDAY)

FARM TOUR & BEST OF BEEF & BUTCHERY & LUNCH - HUGH GRIERSON ORGANICS

Enjoy a tour of Newmill Farm (Hugh Grierson Organics) including a tour and demonstration of the butchery department followed by lunch. Call Sascha on 01737 732633 to book. £15 per head.

WHERE: Newmill Farm, Milltown, Tighernore Perth PH1 1QH

WHEN: Call for info

17th

THE WEE G&T FESTIVAL

The recent revival in all things G&T has had the same effect as the first PROVENDE WEE G&T FESTIVAL. They've got a perfect pairing of food as G & T. Tickets are on sale now. If you're a G & T lover, simply drop in to...

AT THE SALT...

INSPIRATION

LOOKING FOR IDEAS?

PERTSHIRE INSPIRED MENU

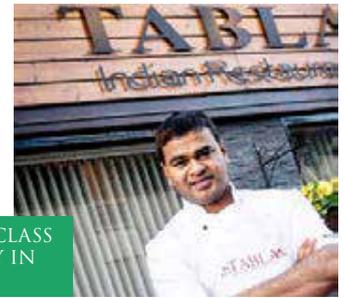
Why not put on a special menu for a day or even a week, featuring the best of Perthshire's produce and showing off your restaurant's talents?



THE NORTH PORT PUT ON A INNOVATIVE WEEK-LONG MENU LAST YEAR

COOKING LESSONS

Offer to teach the public some techniques that you specialise in by hosting a special one-off class.



TABLA'S PAKORA MASTERCLASS SOLD OUT VERY QUICKLY IN 2016

TASTING SESSIONS

If you are a specialist in the drinks sector, put on a tasting session and maybe pair up some food with the flavours you are tasting.



EXEL WINES BROUGHT IN AN EXPERT TO TALK ABOUT SPECIALIST WHISKY

TOUR OF YOUR BUSINESS

Open your doors for a special insight into the inner workings of your business and build relationships with new and existing customers.



GRIERSON ORGANIC FARM AND BUTCHERY TOUR WAS A BIG HIT

SPECIAL OFFERS

Encourage new customers by offering your products at a reduced price and let them experience the full range of your wares.



SIMON HOWIE'S GOODY BAGS SOLD OUT VERY QUICKLY OVER 2 DAYS

DRINK FESTIVAL

Host a drink festival focussing on something local and interesting (e.g. gin). Why not offer discounts to the attending customers for your products too.



PROVENDER BROWN HAD GREAT SUCCESS WITH THEIR GIN FESTIVAL

THE
REDSTRING
AGENCY

CALL NICOLA ON
07983 505716

The Red String Agency is a Perth based copywriting and marketing firm who specialise in food and drink based businesses.

If you're looking for some help formulating your ideas or writing up enticing copy for your Perthshire Picnic event then do give them a ring!

- » ENGAGING COPYWRITING FOR YOUR EVENT
- » PROMOTIONAL PLANNING TO MAXIMISE YOUR IDEA

They also run the fantastic Small City, Big Personality, Perthshire's only online magazine and can offer great value food and drink packages to assist you in promoting your Perthshire based restaurant, bar or artisan produce business.

THE PLAN

KEY POINTS

- » The Great Perthshire Picnic (GPP) takes place throughout the whole month of September
- » Businesses have full control of their event at all times
- » GPP will help promote your event by working in partnership. Promoting the event at your site will help raise awareness for your event and the festival.
- » We will be providing street advertising, a launch event, boosted social media coverage, local newspaper coverage, national magazine articles, promotional videos and more!
- » An event brochure will be published (10,000 copies) containing all events. Deadline for inclusion Friday 30th June.

PRAVEEN SAYS...

“The Great Perthshire Picnic is a fantastic opportunity to really push your business and show off the local food and drink talent within Perthshire.

Last year my pakora masterclass sold out within hours and generated more than 200 phone calls - it was a real success story!”

Praveen Kumar,
Tabla Restaurant



THE GREAT PERTHSHIRE PICNIC IS THE PERFECT OPPORTUNITY TO ENGAGE WITH THE WIDER COMMUNITY AND RAISE AWARENESS, OF NOT JUST OUR OWN BUSINESS, BUT THE GROWING NUMBER OF LOCAL PRODUCERS IN THE PERTHSHIRE AREA. RUNNING FOOD AND DRINK TASTING EVENTS OVER THE MONTH WAS GREAT FUN AND WE ARE ALREADY PUTTING TOGETHER A CALENDAR OF EVENTS FOR THIS YEAR'S PICNIC.



KERON MAGEE, EXEL WINES

CONTACT US

Got questions, just want some more information or a quick chat?
Get in touch with us today!

Telephone: 01738 449227

Email: info@greatperthshirepicnic.uk





Website: : greatperthshirepicnic.uk



[/greatperthshirepicnic](https://www.facebook.com/greatperthshirepicnic)



[/greatperthpic](https://twitter.com/greatperthpic)

GREAT PERTHSHIRE PICNIC