

MAY 2007

Below is an excerpt from a letter received after taking part in the TESCO 'Enjoy the Taste of Scotland' event in Edinburgh. The whole weekend was lots of fun, meeting new people and soaking up the atmosphere. The photo shows our stand partners 'The Really Garlicky Company' with Ginny one of our team members.

A very sincere thank you for your energy, enthusiasm and contribution during the second 'Enjoy the taste of Scotland' event, which once again was a tremendous success.

As we said last year, within our trade we know only too well the quality and diversity of food and drink from Scottish companies and once again we wanted to create an opportunity to raise awareness of these products to a wider audience through the theme 'Get to know your locals'. Your participation and willingness to share this vision made this possible.

The impressive venue and environment in such a busy location appealed to the invited guests - our Clubcard holders, media visitors and Tesco colleagues.

A large number of the media attended the launch day and already we've seen coverage with an audience of over 8 million with many positive articles generated about Scottish food and drink - and we look forward to seeing many more.

Equally satisfying was the response from the Clubcard mailings and advertising which enticed over 14,000 visitors to come, learn, sample and buy from you and the other 90 suppliers.

Feedback that we have received from suppliers, media, guests and customers has been incredibly positive and in response to your own feedback we are already working on plans for next year's event.

Sarah Mackie

Angus Bell

Sarah Mackie
Senior Buying Manager – Scotland

Angus Bell
Scottish Marketing Manager



Enjoy the taste of Scotland...

.. working with local suppliers to bring you
a wide range of quality Scottish products.

TIO

