

EDINBURGH INSPIRING CUISINE FOOD BUSINESS DIRECTORY



A blurred background image of a dining table setting. In the foreground, a silver fork is visible on the left. In the center, there is a glass with a decorative stopper. In the background, a silver vase or container sits on a white plate. The overall scene is brightly lit and out of focus.

Edinburgh is among the UK's leading destinations for dining out



EDINBURGH INSPIRING CUISINE OBJECTIVES:

Edinburgh Inspiring Cuisine aims to promote Edinburgh as an inspiring place to eat for residents and visitors. Driven by a dynamic partnership of public and private sector agencies in the city, key projects are being developed and delivered focusing on:

- Promoting Edinburgh restaurants
- Promoting local food and drink producers
- Raising the awareness of the food and drink sector as an attractive career choice
- Raising the profile of the city as the Food Capital of Scotland
- Attracting new visitors to the region and promoting the Edinburgh City Region Brand
- Promoting a range of related topics including for example – Slow Food, Fair Trade, Food Sourcing and Healthy Eating



There are more restaurants per head of population in Edinburgh than in many other cities and we are home to some of the best restaurants in the UK.

EDINBURGH INSPIRING CUISINE

:FOREWORD

Visitors from all over the world love to experience the tastes of Edinburgh. A world-class tourist destination, our capital city welcomes over 4.5m visitors every year and has won many accolades including the Guardian/Observer Favourite UK City 2005 (for the sixth successive year) and the Conde Nast Best UK City in 2001, 2002 and 2004.

Edinburgh has much to offer visitors – some of the best festivals and events in the world, high quality visitor attractions and hotels, and a World Heritage site with exceptional history, architecture, culture, sport and shopping.

We have a growing reputation for high quality restaurants and a strong food culture and I have no doubt that the quality and variety of food on offer is vital to the success of the Edinburgh experience.

We have the perfect platform to offer visitors innovative, contemporary eating and dining experiences and our main challenge is to develop the right networks and connections between our restaurants, local food outlets and Scottish producers. Our producers provide the

unique ingredients that give us a distinctive food identity and worldwide reputation for quality.

Establishing these links and promoting our city as an inspiring food destination are amongst the main aims of Edinburgh Inspiring Cuisine, as well as richer engagement with the industry itself and I would encourage all areas of the food and drink sector to become involved.

I'm delighted that Edinburgh Tourism Action Group recognises the opportunity we have and I'm privileged to give my support as industry champion for Edinburgh Inspiring Cuisine.



A handwritten signature in black ink, appearing to read 'Martin Wishart'.

Martin Wishart
Edinburgh Inspiring Cuisine Project Champion



EDINBURGH INSPIRING CUISINE

:WHAT'S ON THE MENU?

There are a range of ideas and initiatives taking place in Edinburgh and the wider city region. Producers, restaurateurs, hoteliers and food outlet operators can get involved to promote their business, share ideas and keep up to date with the latest developments in an ever-changing sector. Below is a flavour of what is happening right now. Are you inspired to become involved with these or are you aware of other initiatives taking place? Working together, we can strengthen our product and truly showcase what Edinburgh and the wider city region has to offer.

CAPITAL AWARDS

Presented annually, these awards are designed to identify and reward some of the city's best eating places. Restaurants are scored according to service (booking, arrival, ordering), restaurant (atmosphere, internal and external restaurant), and food (presentation, wine, food, drinks).

There are three price categories – under £40, £40-£55 and over £55 (based on the price of a two course meal for two plus a bottle of house wine). The top four restaurants in

each category are shortlisted for an award. Those four are revisited to pick a Gold Award winner in each category. The reports are published in Edinburgh, the Capital Guide. info@edinburghrestaurants.co.uk

DINE AROUND

Described as 'the perfect opportunity to treat yourself and have a great meal in one of Edinburgh's finest restaurants', Dine Around features selected restaurants offering two courses for only £15 per person. A web-based initiative, offers and bookings are made on-line. www.dinearound.5pm.co.uk

EAT SCOTLAND

EatScotland is VisitScotland's web-based guide to all things food and drink in Scotland. It covers food trails, food markets and food businesses to personalities and regional specialties. It is widely promoted to visitors as a source of information that provides interesting facts about the breadth and quality of Scotland's food sector. www.eatScotland.com







EAT SCOTLAND AWARDS

A key part of the EatScotland website is a 'where to eat' guide. Combined with the new EatScotland food-grading scheme it assesses every kind of eating establishment in Scotland from fish and chip shops to pubs, takeaways and restaurants.

A trained team of assessors carries out incognito visits to assess food quality, customer service and cleanliness. Only those operators who meet the EatScotland quality standards are accredited to the scheme.

www.eatscotland.com

EAST LoTHIAN FOOD AND DRINK FESTIVAL

The Festival takes place in September and celebrates the area's rich food and drink traditions with an exciting and varied programme of events and is organised by East Lothian Council in association with local hotels, restaurants, food producers and visitor attractions. The operators that take part stage all sorts of events to give visitors and local people the chance to savour and appreciate East Lothian's wide range of first class produce.

www.foodanddrinkeastlothian.com



EDINBURGH FARMERS' MARKET

The market takes place every Saturday in the city centre at Castle Terrace. It attracts over 54 specialist producers from as far afield as Inverness and Northumberland. Most stallholders are primary producers, either growing or rearing what they sell.

Meat on sale includes specialities such as wild boar, venison, ostrich and wild game. Organic beef, chicken, lamb and pork are also on offer. Other produce includes fish (including lobster when in season) free-range eggs (including quail and duck eggs) cheese, oatmeal, seasonal fruit and vegetables, honey and plants, and products baked or prepared on the farm. There are also guest producers who provide specialities such as beer, bread, chocolates, chutneys and liqueurs.

Edinburgh Farmers' Market was awarded the title of 'Certified Farmers' Market of the Year 2007' by industry body FARMA, and 'Britain's Favourite Farmers Market 2006' by Country Life magazine.

www.edinburghcc.com/farm_market.htm

just good food from fresh ingredients

SH
BLES
15

we'll
hung
& tender
BEEF

Aberdeen Angus

Direct from Prize - Winning Herd

Donald and Sarah MacPherson
Baldersbury Hill Farm
Berwick-upon-Tweed





THE EATING PLACE

Organised by Edinburgh City Centre Management Company, The Eating Place is a fine food market held on the last Thursday of every month from 3pm to 7pm in Castle Street (not Castle Terrace like the Farmers' Market). The market offers a range of ready-to-eat and ready-to-cook food from local restaurants, delis and primary producers.

www.edinburghhcc.com

EDINBURGH COMMUNITY FOOD INITIATIVE

Edinburgh Community Food Initiative (ECFI) helps improve the diet of people in communities throughout Edinburgh by providing nutritional information and good quality produce.

Operating from its warehouse in Leith it bulk buys produce from a range of suppliers, and distributes to customers that range from local community food co-operatives to primary and special needs schools, nurseries, and children and family centres.

www.ecfi.org.uk



KINGFISHER CURRY CAPITAL COMPETITION/ETHNICITY

Edinburgh is one of 16 British cities that compete annually for the Curry Capital of Britain title. As well as focusing on food and drink the competition has a cultural element, too.

There are two parts. The first involves a selection of restaurants chosen by the public and the second concentrates on a submission from the local authority which sets out how the city engages with its ethnic communities, and details its success in attracting visitors.

www.ethnicityshowcase.com

EDINBURGH RESTAURATEURS ASSOCIATION

The Association is made up of like-minded restaurant proprietors. Their aim is to offer the best in fresh Scottish food using local produce. Committed to delivering the highest standards the restaurants cover all kinds of cuisine including Cantonese, French, Indian, Italian, and Spanish – as well as, of course, Scottish.

www.edinburghrestaurants.co.uk



There is no love sincerer than the love of food



SLOW FOOD UK

Edinburgh is at the heart of a region producing food of the highest quality and therefore it is fertile ground for the 'Slow Food' movement. The concept of 'Slow Food' is rapidly gaining ground in the UK. It focuses on tradition, natural production and enjoyment of food and it has grown in response to 'fast food' and international agri-business.

Members gather together in local groups called 'convivia' to organise events such as producer visits, taste workshops, local markets, seminars and dinners. The aim is to celebrate and protect the traditional foods of their region, and promote small-scale farmers, fishermen, growers and artisan producers. There are currently over 35 convivia and 2000 members.

www.slowfoodedinburgh.co.uk



SCOTTISH FOOD AND DRINK

An industry-led strategy, Scottish Food and Drink aims to increase the competitiveness of Scotland's food and drink producers.

It concentrates on helping the industry achieve growth and increase productivity through cost efficiencies, adding value and targeting market opportunities that will give the greatest returns. Scottish Food and Drink has developed a range of initiatives to help businesses all over the country, including Edinburgh.

www.scottishfoodanddrink.com

TOURING MARKETS

Throughout the year Edinburgh City Centre Management Company invites between four and six touring markets to set up stalls in streets around the city centre. Currently, two operators pay regular visits to the city centre – a Continental Market and a French Market. Each stocks a wide range of food, drink and crafts.

www.edinburghhcc.com



SCOTTISH FOOD SCHOLARSHIP

The Scholarship has been created to encourage and develop the culinary talents of young budding chefs working in Scotland.

This year chefs aged between 18 and 28 and employed in Scotland were invited to enter the competition. Competitors will be asked to prepare a dish from a mystery box of selected Scottish ingredients.

The winner will carry out a series of internships, working with some of the best in the food and catering world. This will include an internship with Martin Wishart at his eponymous Restaurant Martin Wishart and a weeks training and accommodation at the luxury French ski resort (Sainte Foy) with luxury ski holiday provider Premiere Neige (www.premiere-neige.com) where the winner will receive the opportunity to expand their knowledge of French cooking. The winner's establishment will receive product prizes from Graham's Dairies and Scottherbs and the runners up will also receive prizes to include a meat master class with Quality Meat Scotland.



It's an important time to encourage young chefs to develop and build their skills with the current shortage of professionally-trained staff in the industry. The Scottish Food Scholarship has been established to reward the effort and dedication of those at the beginning of their careers, says Michelin Star chef Martin Wishart.

The winner will be announced at the awards ceremony at Tigerlily in Edinburgh on the 5th of March. Edinburgh Inspiring Cuisine is the main sponsor for 2007.

The Scholarship is an annual event, for further information on how to sponsor or enter the scholarship please contact Edinburgh based PR agency, Crimson Edge PR, Tel: 0131 311 7050 Fax: 0131 311 7051, e-mail: crimson@crimsonedge.co.uk
www.scottishfoodscharship.co.uk



EDINBURGH INSPIRING CUISINE

:TEACHING AND LEARNING



EDINBURGH SCHOOL OF FOOD AND WINE

ESFW offers a wide variety of full and part-time cookery tuition, from a six-month diploma to one-day courses. Lessons are for people of all ages and abilities. The school's philosophy is to make cookery and wine appreciation accessible to everyone.

The courses are practical, hands on and fun. ESFW is an inspiring place to study for gap year students, aspiring career-minded chefs or anyone who loves to cook.

www.esfw.com



FUTURE CHEF

Future Chef helps young people aged 12 to 16 learn about food and how to cook. It's based on a nationwide competition supported by major organisations in the sector and judged by some of the country's top chefs.

Now in its seventh year, Future Chef helps young people develop skills and gain direct work experience. The young people who take part get expert advice on the career options and entry routes available in a rapidly expanding industry.

www.springboarduk.org.uk

JUNIOR CHEFS ACADEMY

The Junior Chefs Academy (JCA), sponsored by the Compass Group, is a training programme that helps to develop the next generation of chefs. It aims to bridge the gap between school and further education. The 16 week course takes place at Further Education colleges around the country and provides students aged 12 to 16 years, with a basic grounding in food preparation and cooking.

The Academy has picked up awards from industry careers organisation Springboard, and the Charities Aid Foundation.

www.compass-group.co.uk



RABBIE'S TRAIL BURNERS – FLAVOURS OF SCOTLAND TOUR

Rabbies will take you on a journey where you will meet the producers, hear their stories and learn their secrets. Share in their enthusiasm and passion which drives them towards the highest standards of quality. The flavours of Scotland will be brought to life with tastings, feasts, demonstrations with the intimate knowledge of those who care. An experience that lasts a lifetime.

www.rabbies.com/flavours_of_scotland.asp

VALVONA & CROLLA – FOOD TASTING DEMONSTRATIONS

This year Valvona & Crolla has many events including plenty of the usual wine tasting, cookery demonstrations, fungi forays and free in-store tasting.

www.valvonacrolla.co.uk

SCOTCH WHISKY TRAINING SCHOOL

Aimed at the hospitality industry or the whisky enthusiast, The Scotch Whisky Heritage Centre offers training for a Certificate of Expertise in the sale and service of whisky.

www.whisky-heritage.co.uk



HERIOT WATT UNIVERSITY

Heriot-Watt University is one of the country's top centres for research and teaching in food and nutrition. The university has excellent contacts with industry as it delivers research programmes and graduate and postgraduate training. It specialises in brewing and distilling, nutrigenomics, food microbiology, microbial physiology, food processing, and nutrition and exercise.

www.hw.ac.uk

NAPIER UNIVERSITY

Courses in Hospitality Management and short courses (including Wine and Spirit Education Trust).

www.napier.ac.uk

QUEEN MARGARET UNIVERSITY COLLEGE

Faculty of Business and Arts – Courses in Hospitality and Tourism Management and Food Industry Foundation.

www.qmced.ac.uk

TELFORD COLLEGE

Short courses in Food and Hospitality.

www.ed-coll.ac.uk



Food for thought is no substitute for the real thing



CATERING IN SCOTLAND

This magazine is published bi-monthly and includes in-depth features, views and news for the Scottish catering, hospitality and tourism industry.

www.cateringinscotland.com

EAST LoTHIAN FOOD AND DRINK DIRECTORY

This directory features the county's wide variety of food and drink businesses. It's produced by East Lothian Council's Economic Development Division and designed to promote and enhance local produce by letting people know exactly what's on offer.

www.foodanddrinkeastlothian.com

THE WINE EXPERIENCE

The Wine Experience provides tasting sessions and courses hosted by Ian McNeill, a professional trainer with more than 20 years' experience. President of The Institute of Wines and Spirits (Scotland), Ian is expert in organising and presenting tutored wine tasting events and wine appreciation sessions.

www.thewine-experience.co.uk



OTHER EVENTS

TASTE OF EDINBURGH

7-10 JUNE 2007

Following the success of Taste of London, the high-quality restaurant food and drink event features the most prestigious restaurants and celebrated chefs at which sample-sized signature dishes from each area are created and available to try.

www.channel4.com/life/microsites/T/taste

THE ROYAL HIGHLAND AND AGRICULTURAL SOCIETY OF SCOTLAND (RHASS) – HIGHLAND SHOW

21-24 JUNE 2007

The Royal Highland Show is one of Scotland's most important annual events for the country's farmers, and attracts food and drinks producers. Held at the Ingliston Showground, it attracts hundreds of thousands of visitors. The RHASS, which organises the show, was established in Edinburgh in 1784, and remains at the forefront of business life in Scotland. It actively promotes Scottish agriculture and rural industry and works through education, awards, scholarships and the recognition of excellence.

www.royalhighlandshow.org

The appetite is sharpened by the first bites



SCOTTISH FOOD FORTNIGHT 1-16 SEPTEMBER 2007

Scottish Food Fortnight 2007 promises to be bigger and better than ever before. Everyone will have a chance to participate, whether through your shop or restaurant, through your school or even at home. To register your interest, e-mail:

info@scottishfoodfortnight.co.uk

SCOTLAND THE TASTE 13-14 OCTOBER 2007

Scotland the Taste will take place at Ocean Terminal and bring together the best of fresh, locally grown produce from throughout Scotland. The event will feature guest chefs preparing and cooking the freshest Scottish produce and producers, suppliers and retailers exhibiting and sampling the finest Scottish food and drink.

Watch chefs from all around Scotland cook the finest Scottish produce in Ocean Kitchen. There will also be an opportunity to sample and buy the finest food from all over Scotland. E-mail: claire.lugton@oceanterminal.com



BBC GOOD FOOD SHOW GLASGOW 2-4 NOVEMBER 2007

The BBC Good Food Show is taking place in Scotland for the first time 2007. The aim is to celebrate everything that's great about Scottish food and drink. There will also be representatives from other parts of the UK, as well as kitchen gadgets and culinary essentials from specialist exhibitors. The show will feature cookery demonstrations from celebrity chefs.

www.glasgow.bbcgoodfoodshow.com



FURTHER INFORMATION

If you would like more information or would like to get involved with Edinburgh Inspiring Cuisine please contact alison.sweeney@edinburgh.gov.uk

This brochure is produced by Edinburgh Tourism Action Group a dynamic working partnership between public and private sectors to co-ordinate tourism in Edinburgh. The group includes representation from over 1000 tourism related businesses in the city and is supported by the City of Edinburgh Council, Scottish Enterprise Edinburgh and Lothian and VisitScotland Edinburgh and Lothians.

We aim to make Edinburgh one of Europe's premier capital city destinations by offering visitors a quality of experience that is second to none.

www.inspiringtourism.co.uk