



Sussex Food & Drink Network

Hilary Knight

Using Food and Drink to Celebrate
Destination Distinctiveness

Sussex Food and Drink Network

- Mainly through contacts already made over the past 10 years working in the sector in Sussex and South East England
- Offering a LinkedIn Group for online discussions
- Email bulletins for information on
 - Events
 - Legislation
 - Funding opportunities
 - Routes to Markets
- Local and Regional initiatives

Recent Initiatives

- Directory
- Meet the buyer Events
- Food and Drink Trails in the South Downs National Park
- Food Festivals
- Cooking Competitions
- Awards schemes



Sussex Breakfast

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Sussex Food Network

Sussex Breakfast

An initiative of Sussex Tourism Partnership and Plumpton College with support from A Taste of Sussex, the county food group.

Working through existing organisations and collaborations



- Started as a pilot in one of the Leader areas
- Was taken on by Sussex Tourism Partnership in 2007 with the aim of Sussex wide participation

Aims and Objectives

- To encourage Local Distinctiveness
- To have authenticity to the area
- To support local agriculture and food and drink production
- To improve Visitor Experience
- To create a marketing tool
- To encourage 'word or mouth recommendation

What is it?

Made from at least 60% of local, seasonal ingredients sourced from Sussex farms using traditional, natural methods with high animal welfare standards.



Traditional English Breakfast – Bacon, Sausages, Eggs, tomatoes etc

- Not Organic but it could be.

Being Creative

- Promoting the use of Sussex ingredients for a non-traditional breakfast - i.e without bacon and sausages.

eg Halloumi Cheese for vegetarian option

Potato Cakes & Fish Cakes

Coddled eggs

Eggs Florentine – Eggs Benedict

Why?

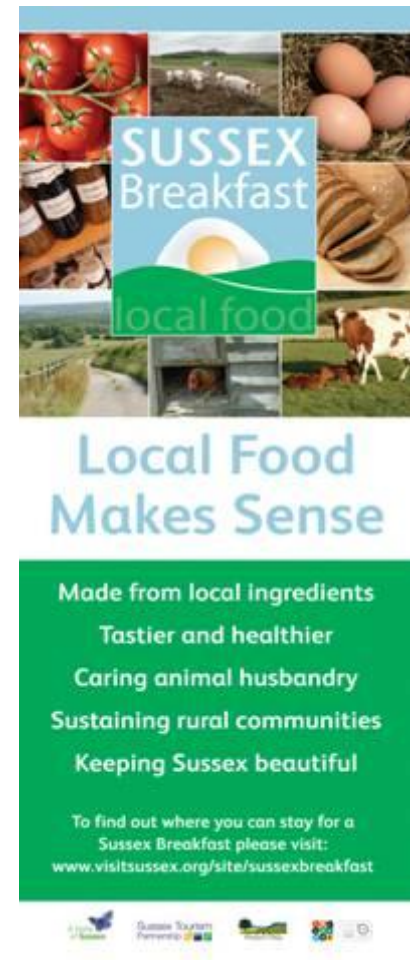
- Tastier and Healthier
- Happier animals
- Creates & safeguards jobs
- Keeps Sussex agricultural land beautiful
- Reduces 'Food Miles' and Carbon Footprints
- Provides a business marketing advantage



- Increasingly visitors want to sample locally sourced foods.
- Buying food from local producers shortens the supply chain, reduces food miles and supports the Sussex economy
- 258 miles in a breakfast sourced from local producers and processors
- 25,750 miles in a breakfast sourced from a supermarket
- Cost difference between local produce and the supermarket best of ranges is minimal.
- Encouraged use of Sussex Food Finder – a local produce directory

How did it work?

- Sussex Breakfast registration forms distributed by local tourism officer
- Completed registration forms are checked to ensure that the 'Sussex Breakfast criteria' are met
- Businesses meeting the criteria receive the logo to use and gain the benefit of local marketing promotion
- 10% of applicants receive a follow-up verification visit



- Once accredited –logo was added to Visit Sussex and local destination website listings. Brochures and PR releases were produced by the local destination.
- We also produced stickers for ingredient suppliers to use.



The Outcomes

- The Sussex Breakfast scheme raised awareness of the wealth of local produce available in the area.
- To date there are almost 70 accredited Sussex Breakfast providers
- They cover accommodation businesses, attractions, cafes and leisure centres
- • Two local produce distribution companies accredited for Sussex Breakfast
- 8 awareness events held (155 businesses / 341 people) + local authorities



- PR campaign reached over 750,000 people in newspaper and radio broadcasts
- 60 businesses attended local produce training workshop
- 100% satisfaction rating for course content
- All compliance visits completed and passed
- Strong ties achieved with Sussex Food and Drink Awards and local food festivals
- Widespread Sussex Food Finder promotion





**Sussex
Food & Drink
Awards
2013/14**

- Started in 2005 - now year 8
- Media partnerships
- Sponsors
- Stakeholder Partners
- Completely free for participants due to sponsorship

12 month Lifecycle

- Seeking sponsorship
- Launch of nominations – 6 weeks
- Creation of finalists shortlists for Launch of public voting
- Media launch at Regional Agricultural show in June
- Public voting followed by judging by sponsors
- Grand Banquet featuring local produce in January

Sponsorship

- Includes a small regional supermarket, Solicitors, Meat wholesaler, Brewer, Catering equipment supplier, land agents etc
- A category per sponsor
- Judging
- Networking
- Hospitality at awards banquet



Categories

Best Food Producer
Best Drink Producer
Best Eating Experience
Best Farmers Market
Best Sussex Farmer
Best Food/Farm Shop
Best Sussex Butcher
Best Sussex Young Chef



The Southern Co-operative



Purpose

- To increase awareness of the quality of products in Sussex to consumers (Residents and Visitors)
- Engage with media
- To encourage hospitality sector to source quality local produce
- To raise quality of offer
- To create a marketing advantage

Outcomes

- Cross pollination of businesses through networking
- Improved understanding of different sectors
- £100k value of media coverage for sponsors and finalists
- 10,000 public votes through text and website





Category Winners 2012/3

Thank You

Sussex 
Food & Drink
Network