

BECOME A CHAMPION OF SCOTCH

Scotch Butchers Club members enjoy a host of exclusive benefits for just £75 a year.

MARKETING



- Registered to use **Scotch Beef PGI**, **Scotch Lamb PGI** and **Specially Selected Pork** logos
- **Point-of-sale kits** five times a year
- **Campaign digital and social media assets**
- **QMS image library access**
- Shop listing on **scotchbutchers.com**
- Support for **Scotch in-store branding** for new stores/re-fits
- Scotch Butchers Club content promoted on **Make It Scotch Kitchen Facebook**, **Instagram** and **Twitter channels**

ADVICE



- **Advice and support on traceability and labelling**
- **Closed WhatsApp and Facebook groups**
- Business support **Twitter account** at **@scotchbutchers**

TRAINING



- **Knowledge transfer programme**, aimed at younger members of staff

INSIGHT



- **Monthly e-newsletter**
- **Access to consumer research and sales data**
- **Quarterly industry webinars**

For more information contact gnewlands@qmScotland.co.uk