

News Release
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*For immediate use*

**Quality Meat Scotland ‘Make It’ a Scotch Christmas like no other**

Hacks for showstopping cooking with Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork will be at the heart of Quality Meat Scotland (QMS)’s 2021 Christmas campaign which is set to reach over 75% of the UK population through TV, digital and billboard advertising.

Primarily targeting flexitarians and conscious meat eaters who are likely to relax the rules at Christmas, the strong imagery and digital collaborations with social influencers will showcase reliability, quality and peace of mind for festive eating.

To boost confidence in hosting again after a year off, the Christmas With Cred campaign will focus on seven ‘hacks’ showing how to cook seven impressive dishes with ease and get ‘cred’ for it.

Lesley Cameron, QMS Director of Marketing and Communications, said:

“Consumer confidence is high that we will have a Christmas without compromise in 2021 and our campaign captures the essence of wanting to go big with showstopping meals for Christmas Day and the days that follow to ensure our brands take pride of place across the seven days of Christmas.

Interaction with QMS’ social media channels shows that followers of the brand have a strong interest in the outdoors and cooking with oriental and spicy flavours. Seven new recipes with Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork, will be created in the QMS kitchen, one with passionate Malaysian cook, TV and radio presenter and social influencer, Julie Linn.

Another will focus on ‘food on the go’, with serving suggestions and how to safely pack leftovers for winter walks, cycles and outdoor expeditions.

Jess Tedds of Just Jess Food, who will be sharing her secrets on making cooking Christmas dinner easy, said:

“It’s a privilege to work with QMS on this campaign to celebrate and promote the fantastic red meat we have here in Scotland and all that the brands represent in terms of quality, high welfare and sustainability. I am looking forward to having lots of fun in the kitchen and inspiring consumers to buy it for those special festive meals.”

QMS is also collaborating with Dollar-based Trodden Black, who make ‘deadly’ preserves to complement meat leftovers; and Secret Takeaways, which supports lesser known and local restaurants, and Scotch Butchers Club restaurants to promote takeaway meals made with Scotch Beef and Scotch Lamb and Specially Selected Pork.

The campaign will start from 15th November and will reach more than three-quarters of UK adults through TV and digital advertising, lifestyle features, social influencer engagement, social media including TikTok, and billboards in near proximity to Tesco, Aldi and Lidl.

Festive recipes, videos and hacks are available on the scotchkitchen.com/christmas or Scotch Kitchen on Instagram, Facebook or Twitter.

**ENDS**

**Notes to editors:**

This press release was issued by Jane Craigie Marketing on behalf of Quality Meat Scotland. For additional press information, please contact Alana on 07596 122184 or alana@janecraigie.com.

To download a word version of this press release, please click here.

QMS is the public body responsible for promoting the PGI labelled Scotch Beef and Scotch Lamb brands in the UK and abroad and also promoting Scottish pork products under the Specially Selected Pork logo.

Please note that the use of the word Scotch in the Scotch Beef PGI and Scotch Lamb PGI brands is correct and should not be substituted for an alternative such as Scots or Scottish. The history of the use of the word Scotch in this way, traces back to the 18th century.

QMS also helps the Scottish red meat sector improve its sustainability, efficiency and profitability and maximise its contribution to Scotland's economy.

The quality assurance schemes run by QMS cover more than 90% of livestock farmed for red meat in Scotland. They offer consumers in the UK and overseas the legal guarantee that the meat they buy has come from animals that have spent their whole lives being raised to some of the world’s strictest welfare standards.

Scotland’s beef, lamb and pork producers make an important contribution to the country’s economic, social and environmental sustainability, contributing over £2 billion to the annual GDP of Scotland and supporting around 50,000 jobs (many in fragile rural areas) in the farming, agricultural supply and processing sectors.

For more information visit www.qmscotland.co.uk or follow QMS on Facebook or Twitter.