News Release  
26 May 2022

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**Quality Meat Scotland sizzles with upcoming summer campaign**

As consumer trends change, Quality Meat Scotland (QMS) is placing a greater focus on targeted marketing than ever before with its forthcoming campaign, pursuing an insight-driven strategy that is aligning with the core values of the target audience, ensuring that appetites for red meat continue to rise and Scotch Beef, Scotch Lamb and Specially Selected Pork remain keystones of the weekly shop.

With eight million 18–39-year-olds in the UK identifying as flexitarian, the movement, which sees consumers buying less, but better-quality meat, is rapidly gaining momentum. To these consumers, sustainability, animal welfare, traceability and local produce are all key to their buying behaviour, as is the importance of eating a healthy, balanced diet.

With these ethical, environmental and health considerations in mind, the quality assurances and nutritional credentials of the Scotch brands are well placed to motivate consumers to trade up to better quality, high welfare, locally reared meat, even in the face of economic uncertainty.

Adopting a social media first strategy that is in tune with their lives and lifestyles, QMS will be connecting with this audience through compelling Instagram and Facebook posts and partnerships with TikTok influencers that showcases ‘Cred’, or the credibility underpinning the Scotch and Specially Selected labels.

Lesley Cameron, Marketing and Communications Director at QMS says: “We are committed to having authentic, positive conversations about red meat consumption, and it is projected that we will reach 75% of our target audience with this new approach that centres around key consumption moments throughout the week and recipes that will make your meat products go further.

“Our brands are constantly evolving, and that is why we see these changing market dynamics and consumer behaviours as an opportunity rather than a threat. As long as we continue to work closely with our processors and retailers to understand their needs, red meat will remain a staple on shelves and at the heart of weekly meal times.”

Last year’s summer campaign reached 3.1 million adults in Scotland and delivered a £3 return for every £1 spent on beef in retail. ‘Make It With Cred’ will further strengthen consumer understanding around what buying Scotch really means, how to cook economically with red meat and to reduce food waste.

Keep up to date with the marketing campaign via the @MakeItScotch social channels, or find out more about the Scotch brands at <https://www.qmscotland.co.uk/>

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**Notes to editors:**

This press release was issued by Jane Craigie Marketing on behalf of Quality Meat Scotland. For additional press information, please contact Rose on 07493 876646 or [rose@janecraigie.com](mailto:rose@janecraigie.com).

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.