***Release for farming/ag press***

**QMS’s Scotch Beef Club signs Buzzworks as first group member**

Acclaimed Scottish bar and restaurant group Buzzworks Holdings has become the first group member of Quality Meat Scotland’s (QMS) revitalised Scotch Beef Club.

Buzzworks venues across the Central Belt and West of Scotland, including its Scotts and Lido restaurants, will now feature Scotch Beef steaks prominently on the menu.

The Scotch Beef Club recognises and supports restaurants who are proud to serve Scotch Beef, Scotch Lamb or Specially Selected Pork, with members including everyone from small businesses to Michelin-starred establishments.

Each Scotch Beef Club member’s supply chain is thoroughly checked by QMS to validate that the beef they purchase is Scotch, said club manager Gordon Newlands.

“We are delighted to welcome Buzzworks as our first group member – it is brilliant that the business has chosen to focus on Scotch Beef, and it will now benefit from all of the support we offer, such as technical and marketing assistance, as well listings on our ‘Make It Scotch’ website.”

Gordon recently led a Scotch Beef butchery demonstration for some of the business’s team of chefs, demonstrating different cuts and how to make the most of this high quality ingredient.

Scott Van Der Hoek, head of food at Buzzworks, said: “We’re all about bringing people together with feel-good dishes made from the very best local ingredients, so it was a no brainer for us to come on board with the Scotch Beef Club.

“We hope that becoming a member of the Scotch Beef Club will help our guests understand our commitment to providing outstanding dining experiences with well prepared, quality ingredients.

“Our team of chefs already do an outstanding job of showcasing their culinary expertise through our regularly updated menus and seasonal dishes, and we’re confident this new partnership will help us take that one step further.”

“By sourcing beef from accredited suppliers, we not only ensure high quality but also support local farmers dedicated to sustainable methods.

“It's a tribute to their hard work and dedication, providing our chefs with exceptional ingredients while fostering a sense of environmental responsibility within our culinary practices."

Gordon added: “It is fantastic to have a business the size of Buzzworks seeing membership as such a valuable opportunity. The Scotch Beef Club is open to all sizes of foodservice businesses, and we are keen to be able to offer its benefits to more companies.

“QMS’s Scotch Beef Club, whose patron is HRH The Princess Royal, is a fantastic way for the Scotch PGI and Specially Selected brands to really come to the forefront of menus. We offer members plenty of marketing and technical support, helping them to make the most of Scotland’s premium red meat and to deliver a great eating experience for their customers.”

Join the Scotch Beef Club or find a member restaurant here: <https://makeitscotch.com/experience/scotch-beef-club>

**Notes to editors:**

**About Quality Meat Scotland (QMS):**

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

Please note that the use of the word Scotch in the Scotch Beef and Scotch Lamb 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.

**About Buzzworks Holdings**

Buzzworks Holdings is one of Scotland’s fastest growing independent restaurant and bar operators, managing nineteen prestigious venues across East, West & Central Scotland and over 700 staff.

The award-winning company offers an aspirational dining and entertainment experience through its stylish brands – Scotts, House, Lido,Vic’s & The Vine, The Duke, The Bridge Inn, Thirty Knots The Fox, and Herringbone.

Buzzworks Holdings believes in investing in its people, providing bespoke training opportunities and a forward-thinking approach to work life balance for every member of staff.

To keep in touch with what’s going on at all of the Buzzworks venues, you can follow here:

Website – www.buzzworksholdings.com

Facebook – www.facebook.com/BuzzworksLife

Instagram – https://www.instagram.com/buzzworkslife