



#FoodHeroScot launches to put Sustainability at the heart of Scotland's recovering Food and Drink Industry

Campaign will shine a light on the industry, which has been significantly impacted by the Covid-19 Pandemic

*Supported by leading Scottish business figures including **Alan Mahon, Anna Lagerqvist Christopherson, Nick Nairn, Ayleen Gonzalez, Carina Contini, Karis Gill, Loral Quinn, Kelly Wright, and Calum Haggerty***

1 June 2021 (Edinburgh, UK) A dynamic new visual storytelling campaign **#FoodHeroScot** has been launched by Medialiciously and its partners, to create a platform for hospitality businesses in Scotland; showcasing the importance of sustainable products, services and initiatives, whilst shining a light on an industry significantly impacted by the Covid-19 Pandemic.

The non-profit visual storytelling campaign, **#FoodHeroScot**, is supported by STV's £1m Green Fund which aims to champion the efforts of sustainable Scottish SME businesses by raising their profile and communicating with consumers, whilst encouraging Scots to reduce their own carbon footprint.

The campaign has attracted support from a number of business figures across Scotland including Alan Mahon, Founder of **Brewgooder**; Anna Lagerqvist Christopherson, Managing Director of **Boda Bars**; Nick Nairn, Owner of **Nairns Ltd**; Ayleen Gonzalez, Policy Advisor at **Talk Aid**; Carina Contini, Director at **Victor & Carina Contini**; Karis Gill, Co-Founder of **Social Stories Club**, Loral Quinn, CEO of **Sustainably**; Kelly Wright, Founder of **The Refillery** and Calum Haggerty, Managing Director of **COCO Chocolatier**.

Alan Mahon, movement ambassador and founder at Brewgooder said, "The food and drink industry is one of Scotland's most dynamic, purposeful and inspiring sectors. To be an ambassador for my peers and to help create a more inclusive, and more impactful industry is a genuine honour."

Commenting on the launch, **Lee Fitzpatrick, Managing Director of Medialiciously and key founder**

of #FoodHeroScot said: “We are excited to be launching this innovative campaign and to be working with such great businesses and ambassadors in the hospitality sector who have shown their resilience and willingness to lead by example in driving sustainable impact. We want to leave a lasting impression by creating an ecosystem of businesses, partners, sector organisations and like-minded consumers that care about sustainability and the immediate impact of business and buying decisions on the planet.”

Over the course of the next 12 months, the campaign will reveal ten powerful mini documentaries featuring businesses or social enterprises that will be shared on the #FoodHeroScot website and amplified through a media campaign delivered by STV, as part of their Green Fund commitment.

There will be three nomination and voting phases to encourage a fair competition process. In total, there will be 10 winning businesses and each of them will be gifted a support package worth over £25,000 of in-kind support packages including marketing and PR with the aim of shedding light towards the sustainability efforts of the winning brands.

Danielle Kelly, STV’s Director of Strategy and Sales Scotland said: “#FoodHeroScot is a fantastic campaign which will showcase the innovation and creativity of Scotland’s hospitality industry in responding to the climate emergency.

“As Scotland’s Public Service Broadcaster, we are committed to raising awareness of environmental issues and helping to effect change. Our Green Fund shines a light on the great work of Scottish sustainable businesses and through this exciting new partnership we look forward to championing sustainability across the food and drink sector to help to drive Scotland’s economic recovery.”

The #FoodHeroScot campaign will also promote the positive contribution of partner food and drink brands through a directory style website, complemented by a growing collection of business leaders and global ambassadors adding their voice and influence on the campaign and providing a far-reaching legacy and change towards sustainability.

Lee Fitzpatrick concludes, “The Food and Drink industry across Scotland has been significantly affected by the Covid-19 Pandemic and it’s time to highlight their sustainable products, services and initiatives, supporting them in their recovery after such a devastating year for so many. We want this

platform to spark important discussions and drive businesses to make a conscious change towards sustainability”.

Those interested in supporting the green recovery of the industry should visit www.foodheroscot.co.uk for more details around how to nominate businesses in the food and drink sector.

- Ends -

For more information please contact.

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Notes to Editors:

About #FoodHeroScot

The #FoodHeroScot is a ‘not for profit’ campaign and has been launched to create a platform for Food and Drink businesses in Scotland to showcase their sustainable products, services and initiatives, while shining a light on the industry, which has been significantly impacted by the Covid-19 Pandemic.

The objective of the campaign is to develop an engaged community of Food and drink brands in Scotland who want to become more sustainable and have a desire to support a balanced approach to people, planet and profit in the sector.

About Medialiciously

Born from a passion for cooking, storytelling, and marketing, Medialiciously was founded to serve up high quality, on-demand content to the world’s best food & drink brands. A media agency that specialises exclusively in food and drink content creation, powered by sector-specific expertise, and a depth of creative ability, their team work hard to produce high quality video and photography that inspire customer audiences.

About STV Green Fund

STV has outlined an ambitious new sustainability strategy – STV Zero – to reduce its environmental impact to become net zero carbon by 2030 and carbon neutral by the end of 2021.

To mark the launch of the new strategy, STV has unveiled a £1m Green Fund, offering advertising support for Scottish businesses providing sustainable products and services as an extension of their successful £20m Growth Fund.

The new £1m STV Green Fund will help sustainable Scottish businesses connect with consumers to promote their eco-credentials. Open to Scottish SMEs with a ‘green’ objective, product, or message, the Green Fund will help businesses extend their reach, communicate with STV’s audience, raise their profile with consumers, and encourage Scots to reduce their own carbon footprint. Edinburgh Boiler Company has joined the STV Green Fund as one of the launch members, committing to plant a tree for every boiler that they install, with each tree offsetting 0.30 tonnes of carbon - the equivalent to driving a car over 700 miles.

