

Building Cultural Capital in Food & Drink

Introduction

The Highlands and Islands' internationally renowned and distinctive culture can help stimulate economic growth, encouraging more people to visit, live, work, study and invest in the region.

Tradition, customs and culture are often embedded in local food and drink production and consumption and the food and drink sector within the Highlands and Islands of Scotland offers speciality foods with strong local provenance, prepared by skilled craftspeople within a traditional setting. There is an opportunity to use our culture to create additional value by encouraging more companies to develop distinctive branding and tell the story about the connections between their products, place and the people who produce it.

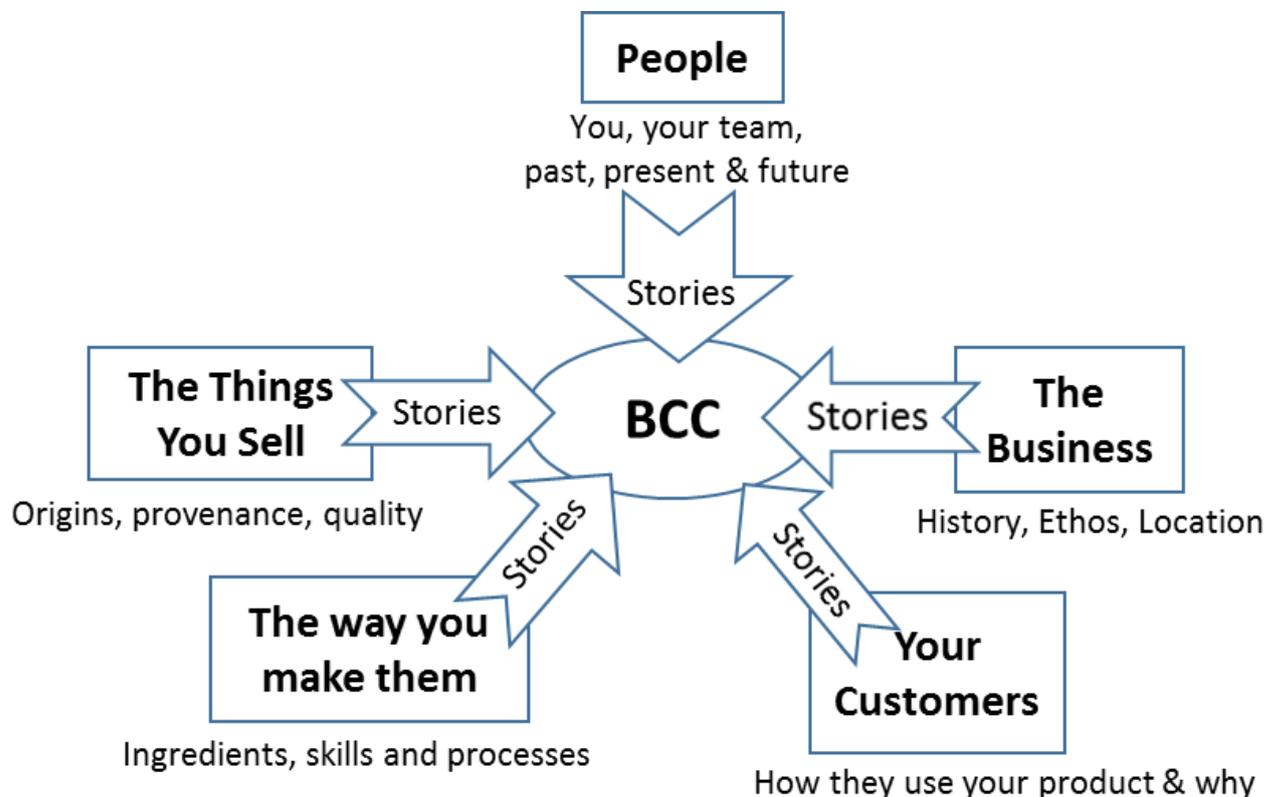
Illustrating authenticity of product; a strong connection to the natural environment, place of production, and the Highland region, can bring business benefits for those who capitalise on this, ultimately delivering business opportunities and increased sales.

Business Cultural Capital (BCC)

Provenance, tradition, heritage, authenticity, geography, Gaelic, crafts and skills, original stories and history: All of these can be used to improve the consumer engagement, increase sales and margins, and to promote the business in a sustainable way.

The combination of all of these defines your own unique Business Cultural Capital (BCC).

What Makes Good BCC for Food & Drink Business?



The best BCC tells a story in a way that makes consumers want to be part of it: to buy the product and support the people involved. A powerful combination of stories is a sustainable way to improve how you market and sell your products, increase sales and profits and promote tourism.

Find out more: [How do I build Business Cultural Capital?](#)

Great Examples of Business Cultural Capital

Isle of Skye Brewing Co, Craft Beer, Isle of Skye, Scotland:

The People & The Business: Isle of Skye Brewing Co was the brainchild of two local school teachers. Unhappy with the lack of good beer on Skye they decided setting up their own brewery was the only way to remedy the situation, making the brewery the first commercial brewery located on the Isle of Skye and Western Isles.

The things they sell and how they make them: The brewery's 4 'core' ales are all created to a traditional recipe, using handpicked ingredients sourced on the island (including the brewery's own milled grains!). The range pays tribute to the dramatic mountain scenery of Skye, each ale being named after the mountains, their descriptions also suggesting similar attributes to the spectacular Skye Landscape.

BCC is clear in everything the brewery does, from its distinctive packaging to their promotional material and web site, constantly linking back to their strong sense of place and authenticity of product.

Chatham Island Food Co, Fish, Chatham Islands, New Zealand:

The People & The Business: A seventh generation Chatham Islander and founder of the Chatham Island Food Co, Delwyn Tuanui was born with fishing in his blood. Located 800km off the coast of New Zealand in the middle of nowhere, the Chatham Islands is a tiny archipelago where 'living on the edge' is part of daily life.

The things they sell: The Chatham Island Blue Cod. Found only in the Chathams' nutrient-rich waters, where cold southern and warm northern currents mix, this is no ordinary fish.

By telling the story visually and verbally, a compelling tale is articulated that builds awareness for the place, sheer passion for the produce and new opportunities for the community, Chatham Island Food Co. was born.

Copas Turkeys, Turkeys, Cookham, England:

The People & The Business: Copas Turkeys are very special. The Copas family have been rearing them for Christmas since 1957.

The things they sell: Their birds are truly free range, roaming the cherry orchards until adult maturity. Traditional and sustainable rearing techniques deliver distinctive and superior product quality.

Their BCC is brought to the fore in their packaging designs, promotional materials, and their [web site](#). These fine products demand fine packaging and communications – highly crafted, highly authentic, highly ethical – telling the Copas family rich stories.

Make the Most of Your Own Business Cultural Capital

For more information visit our ['How Do I...'](#) Guide where you can

- Learn more about BCC, authenticity and provenance.
- Download a useful business tool to help you identify your own BCC.
- Read more detailed case studies on successful companies.
- Learn how to protect your BCC through various EU schemes.
- Get an invaluable list of organisations who can help you further in this area.

Find out more: [How do I build Business Cultural Capital?](#)