

Scottish Field
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FOOD NOTES

Taste bites food file



RANNOCH SMOKERY: 21 YEARS, 21 AWARDS AND 21 DELICIOUS PRODUCTS

Rannoch Smokery celebrates its 21st birthday this year in an enviable position as one of the finest meat and game smokers in Scotland. Although now operating from a state-of-the-art factory, this family run business still retains many of the traditional processes, which created the original flavours upon which the smokery built its reputation. Meats such as duck, chicken and venison are still individually smoked over whisky infused oak chips to provide the delicious traditional taste of romantic Scotland for which Rannoch is renowned.

'SUPER JAM' IS A TASTE SENSATION

Teenager Fraser Doherty, 18, from Edinburgh has succeeded in manufacturing a new up-to-date jam. Fraser has taken a product often thought of as old-fashioned and given it a 21st century makeover. 'Super Jam' as he calls it is packed full of fruit and bursting with nutrients. The intrepid entrepreneur came up with the idea four years ago when his gran taught him her secret recipe. He started selling his new jam door-to-door and things took off from there. Four years on and Fraser's jam is being sold in supermarkets and he is thinking of expanding his range to include new packaging and a sugar free alternative.



COOKERY DEMONSTRATION BY LADY CLAIRE MACDONALD

On 2 June Lady Claire MacDonald will hold a cookery demonstration in Lochalsh. Lady Claire is an award winning cook, food writer and runs the successful Kinloch Hotel on the Isle of Skye. Famed for her culinary talent as far afield as America and Australia, self taught, Lady Claire will be able to share some of her secrets and answer questions during an informal, informative and fun morning. The event will take place in the village hall in Inverinate. Tel: 01599 577219.

GLENFIDDICH DUE A MAKEOVER

Glenfiddich, the famous single malt whisky, is going to get new packaging. The company is intending to spend £23 million coming up with a new design for the scotch, in a bid to revamp the whisky so it appeals to the modern buyer.

SALES JUMP FOR SCOTTISH PORK

There has been a 5% jump in sales of pork since last year. The figures show that not only are shoppers prepared to buy more pork but that they are prepared to pay higher prices for it as well. Pork is selling so well due to the fact that Quality Meat Scotland launched a large scale marketing campaign including radio advertising and taste samples in supermarkets. Also 84% of Scots feel that at meal times pork is a healthy option. Quality Meat Scotland spent time with farmers demonstrating the best way to rear their pigs in order to provide the best meat and the levels of increased quality obviously paid off. This is great news, not just for pig farmers but also for independent butchers who saw a 9% rise on their sales in the last year as well.

