



FOOD & DRINK SURVEY

AUGUST 2020

Survey aims and scope

East Lothian Food and Drink Ltd is a Business Improvement District (BID). The BID supports local food & drink producers and aims to promote East Lothian as a destination for quality food and drink.

In July and August of 2020, East Lothian Food and Drink undertook an online survey to gather opinions of East Lothian residents on local food and drink, and food tourism. The aim of the survey was to understand local resident's views on food and drink and food tourism in light of COVID19.

The survey comprised of 10 questions. The first question asked the respondent to confirm whether they lived in East Lothian. The other 9 questions related to food and drink and tourism.

The survey was hosted on SurveyMonkey and was shared across social media from the 24th of July to the 6th of August.

Survey responses

The survey received 194 responses 186 of these responses were from individuals who lived in East Lothian.

This document collates responses from those individuals who live in East Lothian.

Key themes

- People have bought more local food and drink as a result of COVID19 and many plan to continue to shop local.
- One of the main factors that influence a decision to shop local is the quality of the produce.
- People are generally more likely to visit restaurants, cafes, pubs and bars if there is local produce on the menu.
- People are generally happy to pay more for a meal that incorporates local produce.
- In light of COVID19 restrictions, customers would like to understand what measures are in place before they arrive at restaurants, cafes, pub and bars.

FOOD & DRINK SURVEY RESULTS

Food and drink buying habits since lockdown...

71%

OF PEOPLE BOUGHT MORE LOCALLY PRODUCED FOOD & DRINK.

54%

OF PEOPLE HAD MORE FOOD AND DRINK DELIVERED TO THEIR HOME.

41%

OF PEOPLE SPENT MORE MONEY ON FOOD AND DRINK.

38%

OF PEOPLE BOUGHT MORE FOOD AND DRINK DIRECT FROM PRODUCERS.

38%

OF PEOPLE SHOPPED WITH FOOD AND DRINK BRANDS THAT THEY HADN'T SHOPPED WITH BEFORE.

37%

OF PEOPLE SHOPPED ONLINE FOR FOOD AND DRINK MORE OFTEN.

21%

OF PEOPLE HAD MORE TAKEAWAY MEALS DELIVERED TO THEIR HOME.

20%

OF PEOPLE BOUGHT MORE FOOD AND DRINK GIFTS FOR FRIENDS AND FAMILY.

15%

OF PEOPLE SHOPPED FOR FOOD AND DRINK MORE OFTEN.



95.7% of people said they would like to buy local produce more regularly.



Peoples intentions as we ease out of lockdown...

74%

OF PEOPLE WILL TRY TO BUY MORE LOCAL FOOD AND DRINK.

49%

OF PEOPLE WILL SHOP ON THEIR LOCAL HIGH STREETS MORE.

47%

OF PEOPLE WILL BUY DIRECT FROM LOCAL PRODUCERS.

42%

OF PEOPLE WILL CONTINUE TO HAVE FOOD AND DRINK DELIVERED TO THEIR HOME.

37%

OF PEOPLE WILL RETURN TO EATING OUT.

34%

OF PEOPLE WILL SHOP AT SUPERMARKETS.

33%

OF PEOPLE WILL SHOP AT FARMERS MARKETS.

19%

OF PEOPLE WILL ORDER TAKEAWAY MEALS.

13%

OF PEOPLE WILL SHOP WHEREVER IS CHEAPEST.



What factors influence people's decision to shop with local food and drink producers....



Are people ready to eat out....



In light of COVID19, what factors are important to people when eating out at restaurants, cafes, bars and pubs?



Multiple respondents also mentioned that staff wearing appropriate face coverings; outdoor seating; clear social distancing between tables and sanitising stations were important factors when eating or drinking at a restaurant, cafe, pub or bar.

73% of people said they would be more likely to visit a restaurant, cafe bar or pub if it used local produce.



66% of people said they would be willing to spend more on a meal if it incorporated local produce.



What factors would help people understand if a restaurant, cafe, pub or bar uses food and drink from local suppliers...



86%

Names of local suppliers included on the menu.

71%

Names of local suppliers included on the website.



51%

Information about local suppliers within the restaurant, cafe, bar or pub. For example on a board.

44%

If the staff, when explaining the menu, could explain which products are locally sourced



41%

If they engaged with local producers on social media. For example, tagging local suppliers in posts.

27%

Tastings with local suppliers.



Suggestions for food & drink producers

1) Promote your #local identity.

Highlight your connections with the local area so that customers know that you are a #local business. You could do this through social media, by attending local markets or by joining a regional food group.

2) Make it easy for your customers.

Online ordering and home delivery services make it easier and more convenient for people to shop local. If you offers these services, make sure you let people know!

If you don't offer your own delivery service or online ordering, why not explore opportunities to collaborate with other local businesses? And remember... there are lots of resources available for businesses looking to move online, including the Digital Boost service offered by the Business Gateway.

3) Work together.

There are lots of opportunities for producers and their stockists to work together to promote the #local offering. You could include a list of stockists on your website or tag your stockists in your social posts. Doing this will encourage your stockists to tag you in their posts too, which can help your brand reach a wider audience.

Suggestions for food service businesses

1) Communicate with your customers.

Let your customers know about the social distancing and hygiene measures you have in place before they visit. You can do this easily by updating your website or by sharing information on your social channels. When customers arrive, don't be afraid to explain what social distancing and hygiene processes are in place, too.

2) Listen to your customers and adapt.

Think about the extra measures you could put in place to make your customers feel comfortable. For example, could customers request an outdoor table prior to visiting? Or you could ask all staff to wear face masks? It is important that you listen to your customers and do what you can to reassure them and provide them with a safe, enjoyable environment.

3) Use and promote local produce.

There are lots of easy ways you can show that you use #local produce. You could update your menu and your website to include information about your suppliers or you could have a blackboard at the bar or the till with information about local suppliers.

You could also tag your suppliers in your social posts- most producers will promote your business in return, which will allow you to reach a wider audience.

If you don't use local produce, why not approach some local suppliers to see what they can offer you?



Visit: www.scotlandsfooddrinkcounty.com

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