



DEER FARM DEMONSTRATION DAY

RANNOCH SMOKERY

November 2014

Rannoch Smokery, the story...



Scotland's specialist meat and game smokehouse

Situated in Highland Perthshire

Founded in 1985

The Barclay family





Retail

Foodservice

**Contract
Smoking**

Export



Product Range - Overview

- **Smoked Meats**
 - Venison – Wild Scottish
 - Beef - Scotch
- **Smoked Poultry**
 - Chicken (all UK)
 - Gressingham Duck (UK)
- **Pressed Terrines**
 - Range of handmade pressed terrines
 - Pressed Game Terrine (Venison & Pheasant)
 - Smoked Chicken Terrine with Pork, Arran Mustard & Honey
 - NPD growth – further 3 in development

New

- **Dry-cured smoked meats**
 - Wild Scottish Venison
 - Scottish Beef
 - Scottish Ham to come
- **Launch Dec 2013**
- **Quality; UK product**
- **Direct competition to Continental Charcuterie offer**
- **Large and consistent production capability**
- **Fraction of the time to produce**
- **Large investment in specialist machinery**
- **Unique within the UK = USP**
- **Duck and Chicken leg confit**

New air-dried smoked Venison “Ham”





What's unique and special about our products?

- Origin of business
- Quality
- Pre-sliced products = portion control + zero wastage
- “ready to serve” requiring minimal labour input
- Sustainability
- ‘Point of difference’
- Long “natural” shelf life
- Unique finish – brining/smoke source
- Family company. We care





What we know...

- Cooked meats being driven strongly by Continental offer (sales grown by 6.1% over past 12 months, *Kantar*) and celebrity chefs / media – British producers need to up their game!
- Chorizo – Waitrose five fold increase in last 4 years
- Asda up 10% on continental this year (half of British households thought to buy continental meats)
- Products must be suitable for a range of occasions e.g. versatile
- Fashion, flavour and flexibility in end use drive sales
- Clear provenance and quality messages ever more important
- Little significant NPD work going on in cooked meats and area heavily dominated by own label

Where we fit.....

- British producer with established brand gives point of difference
- Clear quality and provenance message central to branding
- New improved pack sleeve with serving suggestions
- Dry-cured range under Rannoch brand NPD in direct rival to Continental offer
- Right packaging format, weight and price point





Accreditations

- BRC Higher Accreditation
- Supermarket Approved
- EC approved state of the art factory premises
- 27 Great Taste Awards to date
- Scotland Food and Drink Excellence Award 2013 and 2014 for dry cured venison





Summary

- Point of difference
- Quality “in vogue” menu opportunities
- Commercial viability
- Provenance and Sustainability
- Dedicated sales support







The logo features a landscape photograph of a sunset or sunrise over a mountain range. The sky is filled with warm, orange and red clouds. The mountains are silhouetted against the bright sky. The foreground shows a dark, possibly forested area. The text 'RANNOCH' is written in a large, white, serif font across the middle of the image. Below it, the word 'SMOKERY' is written in a smaller, white, serif font.

RANNOCH
SMOKERY