

## Client

Food Standards Agency Scotland (FSAS).

## Brief

To launch and maintain the profile of the FSA's Eat Safe Award scheme in Scotland.

## What we do

Working closely with the FSAS's Eat Safe team and communications department, we organised national launch events for the Award scheme in Scotland. The initiative aims to provide an incentive to caterers to strive for food hygiene and food safety management standards beyond those required by law.

Eligible establishments are assessed for the award as part of scheduled food hygiene inspections and the issue and control of the Eat Safe Award certificates, is handled by local authorities.

Liaising with local authority officials as well as Award recipients, we continue to generate news coverage in national, regional, trade and local press as well as broadcast media, highlighting successful establishments and helping to further increase the profile of the Eat Safe scheme.

We achieve this by issuing informative press releases, creative photography and through our extensive media contacts.

## Results

Since the launch of the scheme more than 360 establishments – ranging from a cancer hospice and a staff canteen to a multi-national hotel chain and a passenger ferry from 19 local authorities across the country – have received the Eat Safe Award.

PR and the resulting media exposure have played an important role in helping the FSAS achieve this level of awareness of the scheme.

To date, publications successfully targeted include:

The Press & Journal  
The Evening Express (Aberdeen)  
The Aberdeen & District Independent  
The Citizen (Aberdeen)  
The Herald  
The Glasgow Evening Times  
The Glaswegian  
The Edinburgh Evening News  
A number of weekly newspapers based across Scotland  
Catering in Scotland Magazine  
Entrée Magazine  
The Grocer  
Scottish Grocer  
Scottish Licensed Trade News  
MA Scotland

Emma Lane, senior communications officer, Food Standards Agency Scotland, said:

***“Mackenzie PR has consistently provided a high quality public relations service for the Food Standards Agency in Scotland. Deadlines have always been met and their professional and friendly approach make them very easy to work with.”***

For further information about the Eat Safe Award scheme, please visit [www.eatsafe.gov.uk](http://www.eatsafe.gov.uk) or call the FSAS on 01224 285100.