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**Go Explore 2015**

**Food and Drink Editorial 1,000 – 1,300 words**

* Double page editorial featuring food and drink information from around the Clyde and Hebridean islands. Focus on local produce, production and ‘farm to fork’ process.
* Food for all – something to suit all tastes
* High quality, fresh produce is available all over the islands and destinations we serve
* Case studies – snippets of information about local producers ie. Barra Atlantic supply top restaurants in London
* Background to how the food is reared/made/cooked – cultural traditions
* Testimonials and statements from local producers ie. farmers
* Round it off with how CalMac are involved in the production/sales process in transporting the produce and stocking local produce and ingredients onboard.
* Did you know – info bites

**Please include images to support text**

**Format**

* Lifestyle magazine

**Eating out and where to buy local produce guide 200 words per region (5)**

* This section will be placed amongst the regional content. A separate piece will be required for each region: Kintyre and Clyde, Southern Hebrides, Inner Hebrides, Skye Raasay & the Small Isles, Outer Hebrides,
* Each region should have a section with a description on the top places to eat around the islands – everything from restaurants, to chip shops to ice cream parlours. Include information on where to buy local produce – i.e., Arran Cheese Factory.

**Please include images to support text**

**Please see our current stock list of local retail products attached**