

PR | NEWS – HIGHLAND GAME PROFILES SCOTTISH QUALITY WILD VENISON TO A HOST OF CORPORATE CHEFS THROUGH BRAKES SCOTLAND @ GLENFALLOCH ESTATE ON 28TH AUGUST



Highland Game are proud to sponsor a Brakes Scotland Immersive chef training experience for development chefs & customer chefs all centred around promoting Scottish ingredients and provenance.

From Estate to Plate, Highland Game will be showcasing the value of quality venison to 10 corporate chefs across the sector, from hotel to pub groups and universities to global food catering service providers.

This event is aimed to stimulate interest and demand in bringing quality Scottish produce onto menus across a wider range of formats than ever before, including Scottish venison.

In partnership with Brakes Scotland, we anticipate that showcasing in such a unique environment and promoting the values and versatility of Scottish Quality Wild Venison, we will drive up demand and prove to stakeholders from government to independents that this high quality protein is readily available and accessible to procure.

Key highlights of the visit to Glenfalloch will include

- Visit to the quarry.
- Visit to the larder showcasing different species (Red & Roe) supported by insight from the resident gamekeeper.
- On-site butchery demonstration by expert butcher from Highland Game.
- Menu sampling and demonstration from Private Chef Kevin Lawrence who will naturally showcase a cooked tasting element from the cuts demonstrated directly linking estate to plate ethos, re-enforcing freshness and provenance.
- The importance of eating venison, packed with nutritional value, flavour and climate positive.
- Discussion on how we can bring a greater proportion of venison onto menus to meet our commitments to eat better and more sustainably for a better food nation both in the private and public sector.

About Glenfalloch

Glenfalloch is located in the Loch Lomond & the Trossachs Park extending to almost 10,000ha of predominantly moorland and upland with some 750ha of native broadleaf and Caledonian pine woodland.

It has embarked on a transformational landscape scale recovery project emanating from the environmental masterplan written in 2021. The focus is on peatland restoration, woodland planting and habitat restoration.

As part of this plan there are objectives to restore peatland on those areas significantly degraded, plans to increase the woodland cover on the estate using seed sourced and grown on the estate and plans to restore meadow and wetland habitat whilst also reducing herbivore impact within the estate and designated areas.

GlenFalloch's vision is to protect and improve the existing natural habitat and enhance biodiversity whilst maintaining the traditional values of a highland estate. Glenfalloch includes five Sites of Special Scientific Interest (SSSIs), a Special Protection Area for Golden Eagles (SPA), a Special Area for Conservation (SAC) and is also part of the Loch Lomond National Scenic Area.

Glenfalloch is increasing its investment in conserving and improving the natural heritage in line with the National Park's objectives, whilst at the same time leaving the estate in a better ecological basis than when the project started.

Working in partnership with Wild Strathfillan – a wider landscape scale project funded by the Nature Restoration Fund. Glenfalloch is member of Scottish Land & Estates, whose vision is to make a prosperous and sustainable future for rural Scotland, delivering benefits for all by championing and supporting rural businesses that provide economic, social and environmental benefit to the countryside.



About Highland Game

Founded in 1997 by Danish entrepreneur Christian Nissen, Highland Game provides top-quality wild venison to the UK retail, food service, wholesale and export markets.

Highland Game is the UK' No.1 for Scottish / UK Quality Wild Venison.

Highland Game sells a pack of quality venison every seven seconds in UK retail. The company is committed to making venison an everyday food choice and supplies all the major retailers and key food service providers across the UK.

From Balmoral to Forestry & Land Scotland, Highland Game works with more than 300 quality suppliers and processes more than 75,000 deer per annum from its dedicated venison plant in Dundee, Scotland.

Highland Game presently employs more than 130 people in season, a growth of more than 30% since 2019. Highland Game is undergoing close to £1 million investment to increase its processing capacity. The expectation is that this will drive a wider range of employment opportunities for Dundee.

Through our supplier and customer partnerships, Highland Game will continue to raise the stakes and widen the appeal for Scottish Quality Wild Venison across all key stakeholders, from Scotland's finest pubs, hotel & events groups through to schools, hospitals, prisons and nursing homes with the aim of supporting Scotland's Good Food nation and better environmental stewardship of the land, natures harvest, from estate to plate.

