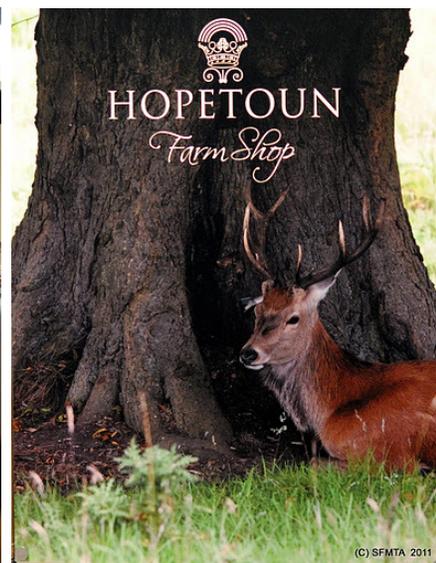


Stately Food for All



Passion for good local food eventually led Lord and Lady Hopetoun to develop their vision of being able to sell all the good food they enjoyed from their estate and share it with others, by opening of a new butchers shop in their stately home's grounds.

Beef, lamb, game and poultry are all reared on the fields of the estate and there was a business opportunity just waiting to happen. To call Hopetoun Farm Shop a butchers shop, however, is a fairly large understatement. Situated beside a popular garden centre on the A904 between Linlithgow and the Forth Road Bridge, this retail experience is a delightful, bright and contemporary food hall where the very best of Scottish food and drink awaits.





From the moment the sliding doors welcome you inside the quality of fittings and furnishes alert you that this is not the kind of farm shop that's strewn with straw and one you'd enter from a muddy farmyard.



Specialists in creating food outlets outside the usual town centre or shopping mall environments, The Retailer Consultancy, were called in and brought together all the best creative ideas to deliver a food shopping experience like no other.



Lord and Lady Hopetoun have been closely involved in the project. As a result, the Farm Shop is very much in keeping with the Hopetoun ethos of quality, sustainability and provenance.



The Farm Shop is designed to celebrate, protect and preserve Scotland's heritage for producing the finest foods.

There was a desire to major on the core produce off the estate and what it doesn't produce is from Scotland. The aim is to source over 80% of the product range from within 50 miles of the estate. All of the produce on offer, apart from tea and coffee, is sourced from Scotland.

Products are chosen that have the added confirmation of quality through winning awards and suppliers are given a long term commitment. Hopetoun looks for small independent artisan producers and avoid the big brand names. This is a showpiece of Scotland's food and drink without the ubiquitous main players.



Unquestionably the centrepiece of the shop is the butchery counter, ably managed by Derek McIntosh. The Aberdeen Angus steaks and roasts are matured for 35 days but with a policy of trying to make everything affordable, the meat is all very competitively priced. This is a retailer who has an eye on repeat business.

Along with meat, game and poultry from the Hopetoun estate, there will also be a select range of quality prepared meals using Hopetoun produce. The range includes Fish Pie, Lasagne Verde, Beef Curry, Shepherd's Pie, Lamb Tagine and Beef Meat Balls.

Another pleasing attribute is that the smart retail environment does not dominate the product. Right from the start the design brief gave emphasis on the products. Edinburgh based 442 Design, a brand and interior design company, were allowed to be highly creative and their innovative design clearly delivered a commercial result. The refrigeration contract for 12 units was won by Broxburn based Capital Cooling and together produced visuals that turned out to be exactly what was built.





(C) SFMTA 2011

Head of Commercial Development for Hopetoun Estate, Gordon Bell claims that the only thing that they underestimated was the success of the butchery department. It has traded above budget since the shop opened in May 2011 and plans are already underway to create more preparation space. Shop Manageress Elaine Shirley has a staff of 4 full timers that includes Derek and his butcher, Alan plus 10 part time members of staff.



Apart from the butchers none had been in retail before but they were chosen for their personality and passion for food.

The Hopetoun strapline is "A Lasting Impression" and it would be tough to find a better way to describe your visit there. Hopetoun customers will find the best of Scotland's food and drink and their impressions will long pound the path to this magnificent purpose designed destination.





(C) SFMTA 2011



More pictures at <http://picasaweb.google.com/SFMTA3/HOPETOUNFARMSHOP201011>

(C) SFMTA 2011