



Scotland's Bookable Food and Drink Experiences Programme: Appetite for More

Applicant Eligibility Criteria

To be considered for participation in the **Appetite for More** programme, applicants must meet the following criteria:

1. **Geographical Location**
Based in Scotland and actively operating within the region
2. **Business Type**
Delivering or developing food and drink tourism experiences. This includes, but is not limited to, those offering food tours, tastings, cookery classes, masterclasses, and other visitor-facing experiences
Restaurants and general hospitality venues are not eligible unless they offer, or are actively developing, a defined tourism experience beyond standard service
3. **Online Presence**
Businesses must have a basic online presence, such as a website or active social media profiles. They may currently have limited or no online booking functionality
4. **Business Size**
The programme primarily supports small to medium-sized enterprises (SMEs). Larger businesses may be considered if they demonstrate a clear need for support in enhancing their online visibility and bookability
5. **Programme Commitment**
Participants must be willing to engage fully in all aspects of the programme, which runs from September 2025 until March 2026. This includes attendance at roadshows, participation in sessions, and implementation of recommendations.
6. **Growth Ambition**
Applicants should demonstrate a clear aspiration to grow their customer base through improved online visibility and development of bookable experiences.
7. **Openness to Technology**
While no advanced technical skills are required, businesses must be open to adopting new tools and technologies introduced through the programme.
8. **Customer Experience Focus**
A strong commitment to delivering high-quality customer experiences is essential. Participants should be open to feedback and willing to make improvements as needed
9. **Sales and Marketing Intent**
Applicants should have the ambition to grow sales and reach new audiences through digital and trade marketing channels

Application Process

Applications must be submitted via the [online application form](#) by **5pm, Wednesday, 27 August 2025**

Selection Process

Applications will be reviewed, and 25 businesses selected for participation. Successful applicants will be assigned to one of the programme tiers based on eligibility and potential for impact. By meeting these criteria, applicants will be well positioned to benefit from the tailored support available and help strengthen Scotland's food tourism offer.

For more information or to check your eligibility, please contact: **Karen Donnelly**
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