



Cream o' Galloway is based at Rainton Farm, Gatehouse of Fleet, an organic farm covering 850 acres with rough grassland, ideal grazing for sheep and cattle. In the early 1990's the Finlay family decided to diversify away from organic milk production and seek alternative markets for their product. After much planning and fund raising, a disused farm building was converted into an ice cream dairy and much of the farm was made accessible to visitors. There are now 4 miles of nature trails around the farm, a tearoom selling organic and local produce, an adventure playground and an opportunity to learn more about ice cream making. This growth has reflected the growth in popularity, and the company is now welcoming over 70,000 visitors through their doors each year, making them one of the most visited attractions in the entire region.

In 1994 the first "commercial ice-cream" from Cream o' Galloway was produced, the company uses organic milk produced on Rainton Farm to make quality ice cream that is sold throughout the UK with a ever expanding product range.

The company continues to be innovative, first moving into frozen yoghurts and then in 2007 they launched a new 'Made Fair' range of ice creams, certified by the Fair Trade Foundation, and 100% organic.

Cream o' Galloway were double winners at the 2008 Scotland Food and Drink Excellence awards picking up both the retail category: Dairy, Confectionery and Snacking and the Environmental awards.

Wilma Finlay, managing director at Cream o' Galloway believes that winning awards has helped to build the profile of the company and their product range.



"Entering the awards is the main tool with which we operate our PR. We have won many awards previously but we have maybe not taken full advantage. As a direct result of winning a retail award and the environmental award at Scotland Food and Drink Excellence awards and additional five awards throughout 2008, this has forced us to re-evaluate how the company effectively communicates this to trade and ultimately to consumers.

The company created leaflets specifically relating to the award winning products and awards won and circulated this among existing and potential customers. In addition telephone calls were made to trade customers which helped to raise the profile of the company and their products. The company already produce a monthly newsletter which focussed on their 2008 win and the website was updated to reflect this also.

Cream o' Galloway were already attending minor and local consumer events previously but the company see the benefits in expanding this to a wider audience and are now moving into the larger events such as "Taste of London".



"Winning the award has undoubtedly provided opportunities as we now have an independent product evaluation which reaffirms the product's taste and quality. The retail category award especially is not just judging the company ethics or environmental standards, although these attributes have proved especially important to trade customers. There is a need for constant reaffirmation that we have great products."

The company did create their own press releases immediately after winning the 2008 awards. Their main focus was to circulate these to the speciality food trade in Scotland and throughout the UK.

"Local press can also be targeted but the generic press release circulated immediately after the awards by the Royal Highland Society and Scotland Food and Drink seemed to cover all the national and local press, so we did not see the need to circulate our own"

The company is currently including the winning logos on their packaging but due to the stocking levels of packaging the company must carry this has taken some time to achieve throughout the entire range.

The company have also increased the number of distributors stocking their products as a direct result of winning the awards.

When Wilma was asked what the key ingredients to having a successful entry, she raised the following points:

- Make sure you produce a fantastic product and believe that product is one of the best on the market.
- Have a robust marketing plan.
- Ensure you communicate the market research, the marketing prior to launch and the marketing post launch effectively
- It's important to highlight if your product is part of a range or a stand alone product.
- Does your strategy to packaging mirror the product aspirations.
- Be fresh and create a new approach

Cream o' Galloway would definitely recommend entering the Scotland Food and Drink Excellence awards. "Entering the awards is especially important if your company has a strong Scottish base. If your focus is more UK wide it may be less important to focus on the Scottishness of the award but local is becoming key therefore it's very important to publicise to the Scottish market. It's definitely worth highlighting your product as award winning to any prospective customers."



When asked what the key steps for a company to undertake upon receiving an award at the Scotland Food and Drink Excellence awards, Wilma also suggested the following:

- Move as quickly as possible as trade magazines won't be interested 4 weeks after the event and your opportunity may be missed.
- Make the most of winning
- Ensure all PR and advertising are updated within a month to make the most of your opportunity; ideally also packaging re-vamps
- Update the company website instantly