

# What do food lovers expect when visiting countryside?

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# Food is an important part of travelling

- For a food lover, tasty and good quality food is an essential part of travelling. There are many people like me who choose their destinations considering possible local food and restaurant scene.
- A genuine food lover takes time and is really interested of the origin of his or her food.
- It's interesting to hear the story:
  - how farm was established?
  - how did the production begin?
  - how is taste profile developed?

# How to be attractive to visitors?

- Giving samples is important - it could be just one bite of everything, but if you are at a farm, you would like to taste the product.
- Exposing history.
- Some very good examples how history, different tools and artwork is exhibited come from two of my favourite wine regions:
  - Villa Crine in Valpolicella
  - Champagne Bollinger (incl posters of Agent 007).

# Villa Grine (1)



# Villa Grine (2)





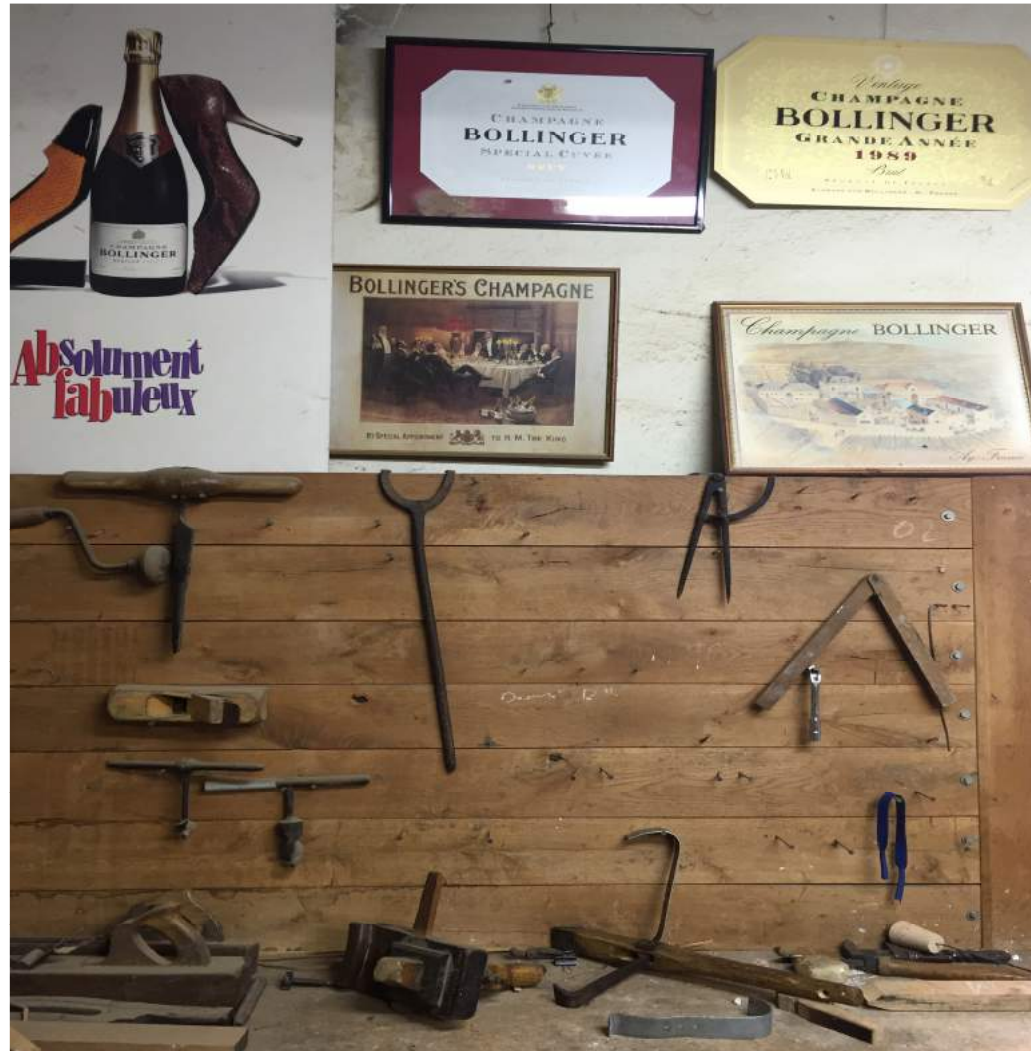
# Bollinger (1)



# Bollinger (2)



# Bollinger (3)





# Tell your story

- Enthusiasm and believing yourself in what you are doing is the most important part. If you are happy and really proud of what you are producing, that shows.
- Never be afraid of praising your own products - if you don't love them why should others do?
- Modesty is not a virtue when marketing your products.
- It's normal that you are proud of your achievements with the farm and/or products.
- If you don't tell your story, no one else will. But personal stories attract and bind - when I'm in a shop I'm more likely to buy a product which producer and whose method I know.

# Design is important!

- The design of etiquette and your product is really important.
- Less is more.
- There are so many products on the market that is difficult to distinguish and be memorable, but I strongly suggest investing in the appearance of your products and hiring a designer if necessary.
- “Jahu Jaan” is a really good sample of simple, but elegant and stylish branding. It also helps choosing the right product.

# Jahu Jaan



# How can small businesses tell their story attractively?

- “Tänava talu”, which has really creative owners who produce wide range of different mustards, syrups, sauces, etc., has arranged workshops and trainings to make cocktails with their products and how to make different mustards at home.
- Sell and use in the kitchen, when having a restaurant, different products from small farmers in the area.
- “Nopri” home delivery includes products from the area, e.g. sausages, fish preserves by Leok, etc.
- Show your animals, farm and production. “Kolotsi farm” is a good example of happy goats who follow their owner 😊



# Kolotsi farm



# Tradition: Estonian culinary region of the year

- Choosing culinary region on yearly basis is an excellent opportunity to introduce local food scenery to the wider public and also to the locals themselves.
- It's also good for enhancing cooperation between several producers and farmers.
- It draws national attention to the smaller businesses and farmers.
- As it puts focus on one area, it has great potential to draw in larger crowds and increase sales, it's an excellent marketing tool if being used to the full extent.

# Thank you!

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