

Scotch Lamb for St Andrews Day

Cooking with Lamb in Schools

- **114 schools** participated, 18,522 students
- **1.85 tonnes** of Scotch Lamb cooked

UnitedAuctions
— Since 1858 —



THE SCOTCH
Butchers
CLUB
THE CRAFT. THE CUT.



QMS
Quality Meat Scotland

Aldi Support



Press Coverage

St Andrews Day cooking demo
- £1,670,808 advertising value
equivalency and 446,033,145
opportunities to see.

Social Media

4 POSTS
PROMOTING SCOTCH LAMB
for St Andrews Day
7.7k IMPRESSIONS
across Facebook and
Instagram

- **110k special buy leaflets** printed and distributed in Aldi's 100+ Scottish stores
- **Social media posts** promoting **2 Scotch Lamb recipes**
- **Advert in Daily Record**