

TASTE

WORCESTERSHIRE

Savour the County's Flavour!

Business Information Pack

2025

Local Visitor
Economy
Partnership

Recognised by

VisitEngland

 | VISIT
WORCESTERSHIRE



What is Taste Worcestershire?

- Taste Worcestershire is a celebration of the county's flavour. Putting our producers, food brands and our wonderful hospitality sector front and centre.
- Running from the 6th October – 26th October 2025, Taste Worcestershire returns with restaurants and eateries creating special offers and discounts to attract new customers during a normally quieter period for the industry.
- Visit Worcestershire will be leading on the marketing of the campaign, including includes an influencer event, PR and social media activity.



What is Taste Worcestershire?

- During this time, we are looking for businesses to create tasting menus or set menus, offers and incentives to help drive residents and visitors to your business. Special events or linking to existing food and drink events are also welcome.
- We want to showcase what food & drink produce Worcestershire has to offer so menus that are tailored around local produce & show the full flavours & 'taste' of Worcestershire are encouraged.
- We have provided some menu examples on the next slide, and Visit Worcestershire are happy to advise.



Set Menu & Offer Examples

Taste Worcestershire

Discounted offers

Discounted offers

Two breakfasts for £20

or

Burger & Fries for £15

Percentage off offers

20% off all food

or

15% off lunch menu

Drinks Offers

Taste Worcestershire Cocktails 2 for £15

Taste Worcestershire

Special Set Menu

Starters

Bruschetta | Worcestershire Pork
Belly Bites

Main Courses

Locally sourced Beef & Worcester
Blue Burger
Crispy-fried Halloumi Flatbread
Plant based burger

Desserts

Malvern Pudding | Worcestershire
Plum, Ginger & Cinnamon crumble

**Two courses
for £15**

**Three courses
for £20**

Who do we want to speak to?

- Pubs, cafes, bars and restaurants throughout Worcestershire who are keen to be part in the campaign
- Local Producers that hold food or drink events in Worcestershire (such as wine tastings, brewery tours etc)
- Chefs that want to create unique Worcestershire recipe dishes from local produce
- Farm Shops and Garden Centres who could create Taste Worcestershire point of sale displays and/or arrange tastings during the campaign
- Farmers who are happy to be featured in any PR around what crops are grown here, e.g. asparagus, apples, etc



Key Information for Businesses:

- To take part, businesses need to create a set menu or discounted offers (whether that be a percentage discount or another type of deal e.g. a burger & fries for £15). All offers and menus are subject to sign off from Visit Worcestershire.
- This year we are asking businesses to provide a weekday and weekend offer (if open during both periods) as well as being more prescriptive on the types of offers. We've taken this decision based on consumer feedback from last year on what types of offers customer preferred.
- Restrictions to offers (e.g. limiting days/times) can be put in place, but you will see the biggest uptake if you are flexible with your offer.



Key Information for Businesses:

- All customers need to download a FREE 'Golden Ticket' to access the offers from the Visit Worcestershire's website.
- Visit Worcestershire will be in contact after the event to collect data from you on how many vouchers were downloaded. This is key to show the impact of the campaign.
- If you have events scheduled for this period, please let us know. Equally if you want to host an event e.g. Wine Pairing Night, Supper Clubs etc. – please let us know as we can promote events alongside the main campaign.



Business Journey



Business accepts
booking or walk-in



Business asks for customer
to present digital voucher
(via Bandwango App) or
printed version



Business serves
customer



Business reports special
menu item through till



Business to present the
amount of people served and the
value to Visit Worcestershire at the
end of the campaign

Online Customer Journey



Customer lands on
VW landing page



Customer browses
through menus
and offering



Customer signs up to
receive voucher via
mobile pass



Customer receives
voucher via email & text
(which can be saved to
phone home screen)



Customer books table via
phone, walk-in or online.
Quoting Taste Worcestershire



Customer presents voucher to
restaurant via mobile or
printed version

What we need from businesses



Post campaign supply VW with the number of customers served (no. of vouchers and no. of covers) plus your estimated revenue from the event.



Ensure your staff are aware of the Taste campaign, the golden ticket voucher (& rules for usage) & what your offers are.



Business to supply menu information and imagery for VW website. This will give you a FREE business listing with Visit Worcestershire as well as being involved in the foodie campaign.



Promote your offers & Taste Worcestershire on your website, social media channels and using the free posters & leaflets provided by Visit Worcestershire.

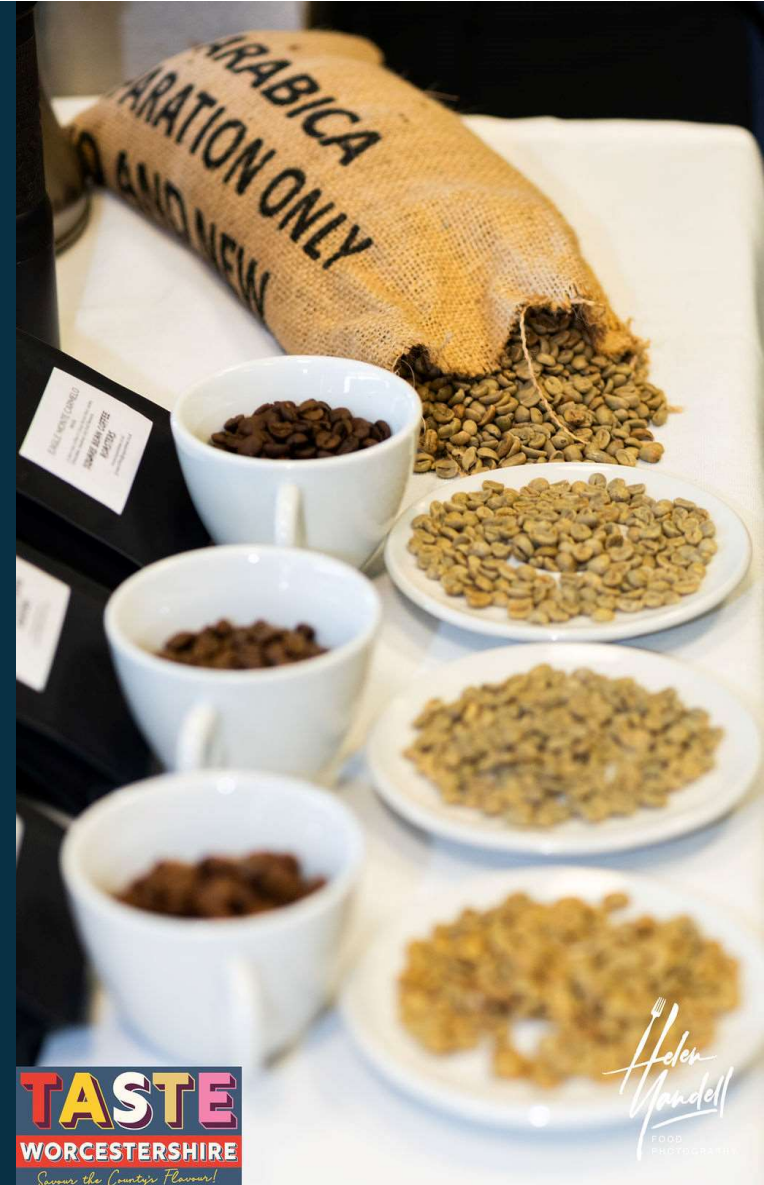
Influencer Event & Launch

- We will have a launch event at The Three Counties Autumn Show running 26th-28th September where we will promote the campaign to consumers & encourage sign ups
- Influencer event will take place in Malvern at the start of October. This will involve influencers joining in on a 'foodie' crawl across several venues and enjoying a course at each establishment
- 'Foodie Hero' stories and recipes using local producer will feature throughout the campaign & will be promoted by Visit Worcestershire
- Visit Worcestershire will be promoting the campaign to residents and visitors in the lead up to October with multiple PR and comms messages as well as working with influencers & local partners



Next steps?

- Arrange to take part by completing the sign-up form
- Supply set menus or discounted offer details and imagery for promotion – the earlier we have your offers the more exposure they will get. Deadline for submitting offers is **TBC**
- Help us spread the word and help promote the event – start following Visit Worcestershire on socials if you don't already...
- Display & use the promotional posters & leaflets we will provide
- Brief your teams – so they know what the offers are and what the voucher looks like
- Be ready for service on the 6th October...



Any further questions?

We have provided an FAQ which we hope answers any question you have which we will share

If you have any other questions not covered in the FAQ please contact Natalie or Kerry from Visit Worcestershire



visitworcestershire@worcestershire.gov.uk

