

TASTE

WORCESTERSHIRE

Savour the County's Flavour!

Business Information Pack

2026

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 this year for the whole month of October, 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.



Types of Offers & Set Menu & Example

- We have asked consumers over the past two years what offers most appeal to them and overwhelmingly percentage discounts are the most popular.
- Set menus featuring local produce are also popular.
- Based on this feedback we are asking businesses to provide one of these two types of offers.

Percentage Off Discounts

20% off all food

or

15% off lunch menu

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
- 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 provide a percentage discount offer or create a set menu. 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 the past two years on what types of offers customer preferred. Offers that cover a Friday & Saturday are far more popular than weekday only.
- 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:

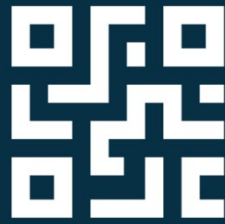
- All customers need to do is to download a FREE 'Golden Ticket' to access the offers from the Visit Worcestershire's website.
- Visit Worcestershire will be in contact after the event to collect data from you on how many vouchers were downloaded. This is key to show the impact of the campaign.
- If 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) by scanning
QR code in venue



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



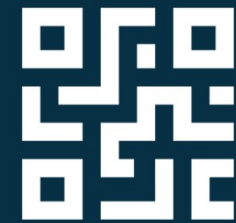
Customer signs up to
receive voucher via
mobile pass



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 scans the in venue
QR code (provided by VW) to
redeem the offer

What we need from businesses



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



Ensure you display your QR code, that we will provide, so customers can scan in to redeem your offer.



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



Business to supply offer or set menu information and imagery for VW website. This will enable us to upload your offer to the Bandwango system and our website so you can be featured 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 & Promotion

- Our Influencer event will take place at Hopleys & The Rustic Kitchen at the end of September. This will involve influencers joining us for an evening event featuring great local food & drinks producers alongside entertainment.
- 'Foodie Hero' stories and recipes using local producer will feature throughout the campaign & will be promoted by Visit Worcestershire. We will be filming some specific food & drink video content for Taste Worcestershire this year.
- 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 percentage discount offer details and imagery for promotion – the earlier we have your offers the more exposure they will get. Deadline for submitting offers is **Friday 11th September**.
- Display the QR code posters & leaflets we will provide so that consumers can scan them.
- Help us spread the word and help promote the event – start following Visit Worcestershire on socials if you don't already...
- Brief your teams – so they know what your offers are and that customers need to scan the QR code to redeem
- Be ready for service on the 1st 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 Kerry from Visit Worcestershire



visitworcestershire@worcestershire.gov.uk

