



PRESS RELEASE – 19 MARCH 2021

**EAST LOTHIAN FOOD AND DRINK BOARD APPOINTS NEW DIRECTORS
AS IT PREPARES TO LEAD RECOVERY OF THE COUNTY'S KEY SECTOR**

East Lothian Food and Drink, the leadership organisation for the county's food and drink businesses, has appointed two new directors to its Board as it prepares to work to rebuild the sector after COVID.

The collaboration of local food and drink businesses, formed into a Business Improvement District in 2016, is preparing to launch a renewal ballot to seek a second five year term and the new Board members add new skills and leadership at a critical time for local businesses as they prepare for the post-COVID recovery.

Ian Smith, Head of Corporate Relations at Diageo Scotland, which owns Glenkinchie Distillery at Pencaitland, and David Albers, Commercial Director at Purely Scottish Water, based at Oldhamstocks, bring strong communications and business experience to the Board.

Chris Luca, Chair of East Lothian Food and Drink said

“We are delighted to welcome Ian and David to our Board at this exciting time as we plan to ask our members to vote yes to a second term for the BID. This strengthened Board will allow East Lothian Food and Drink to play an important role in supporting the recovery of our industry from the crisis of the last year. “

Ian Smith, Head of Corporate Relations and Diageo Scotland, who lives in North Berwick, said:

“There has never been an more important time for collaboration amongst businesses than now, as we all face the challenge of rebuilding in the wake of the COVID pandemic, and I'm pleased to be able to do my bit by joining the Board of this brilliant organisation. The Business Improvement District renewal gives us a pivotal opportunity to work together to and to make East Lothian synonymous with quality food and drink produce and visitor experiences.”

David Albers, Commercial Director at Purely Scottish Water added

“As Scotland's first and only sector-based Business Improvement District, East Lothian Food and Drink is clearly an ambitious organisation and I'm looking forward to helping shape the organisation as we reset our priorities and help our sector recover in 2021 and beyond.”

The five-year initial Business Improvement District term comes to an end in July 2021 and East Lothian Food and Drink members will be asked to vote on renewing the term which would allow the BID to operate until 2026.

The Board of Directors is comprised of five members of the representative companies as well as members of East Lothian Council.

For more information contact

Karen Galloway

Business Manager = East Lothian Food and Drink

kgalloway@scotlandsfooddrinkcounty.com

+44 7377 721459

Note to editors

1. East Lothian Food and Drink is the world's first food and drink sector business improvement district which commenced its first five year term in 2016. The BID will go through a renewal ballot of members in summer 2021.
2. East Lothian Food and Drink comprises over 40 local food and drink businesses.
3. Business Improvement District (BID) is where local businesses work as one to help improve an area. Businesses decide if they want to set one up a through holding a ballot. If the ballot is successful, they pay a levy which is spent on local improvements. More information on BIDs can be found here: <https://improvementdistricts.scot/about-improvement-districts/>. There are 37 BIDs in Scotland in 2021.