

# Wight Marque

## SCHEME OBJECTIVES

In response to various Isle of Wight consultations and surveys, which called for the introduction of an Isle of Wight food brand, the Royal Isle of Wight Agricultural Society launched Wight Marque. The aim is to enable consumers to identify and buy genuinely locally produced products in both retail settings and hospitality businesses. The objectives of Wight Marque are to:

- give individual businesses a distinctive 'Isle of Wight' banner under which to sell their goods & services
- help customers identify genuine Isle of Wight produce
- promote the Isle of Wight as a quality food destination
- encourage local businesses to trade together right along the food chain & into the tourism sector
- encourage people to 'buy local', reducing the environmental impact of transporting food long distances
- help sustain the Island's economy by supporting local businesses and employment
- support other initiatives and developments in the Isle of Wight food sector

## MEMBER BENEFITS 2019/20

- Use of the relevant Wight Marque logo
- 20% discount on advertising in Isle of Wight County Press
- Membership of Royal IW Agricultural Society (see separate sheet)
- Free promotion on Wight Marque Website
- Free listing in online Wight Marque Directory
- Wight Marque accolade window stickers
- Wight Marque accolade certificate
- Wight Marque stickers, electronic artwork & other branding materials as available
- Free promotion on the Wight Marque stand at Royal IW County Show
- 25% discount on trade space charge in Royal IW County Show Food Pavilion
- 15% discount on catering outlet charge at Royal IW County Show
- Free spot for your Company banner around the Main Ring at Royal IW County Show
- Member networking & events
- Inclusion in Wight Marque general promotion & marketing, including social media



Membership Fees are based on annual turnover

	Food Producers	Processors, retailers & hospitality businesses
	per business	per establishment
< £10,000	£50	£100
£10,000 - £100,000	£100	£150
£100,000 - £500,000	£200	£250
>£500,000	£300	£350

For more information contact  
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