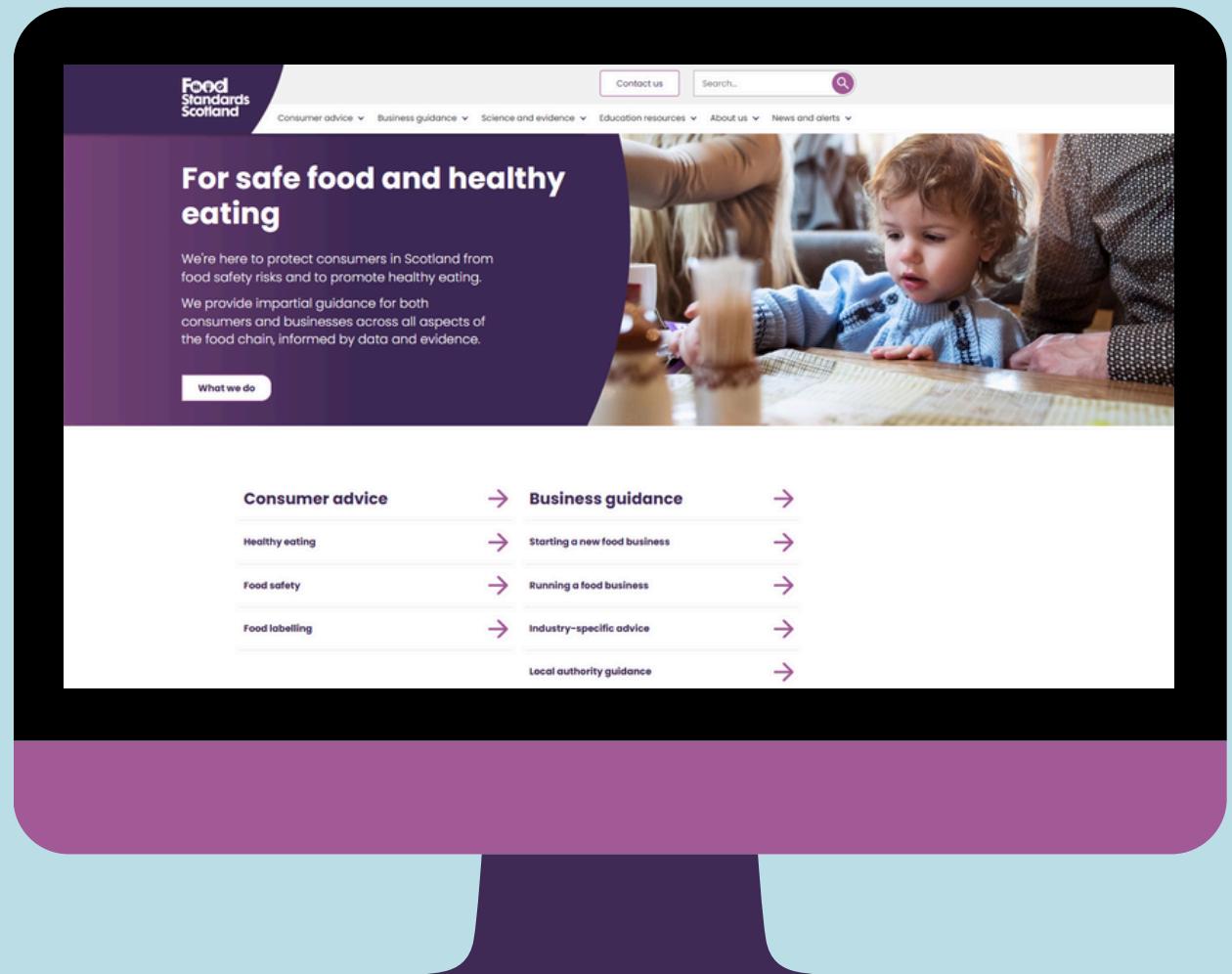


# New website campaign - stakeholder toolkit

November 2025



Food Standards Scotland

Contact us

Search

Consumer advice

Business guidance

Science and evidence

Education resources

About us

News and alerts

## For safe food and healthy eating

We're here to protect consumers in Scotland from food safety risks and to promote healthy eating.

We provide impartial guidance for both consumers and businesses across all aspects of the food chain, informed by data and evidence.

What we do

Consumer advice	→	Business guidance	→
Healthy eating	→	Starting a new food business	→
Food safety	→	Running a food business	→
Food labelling	→	Industry-specific advice	→
Local authority guidance			

**Food**  
Standards  
Scotland



## About us

Food Standards Scotland is the public sector food body for Scotland. We cover all aspects of the food chain which can impact public health.

We're here to support food businesses, giving them the advice and help they need to comply with food and feed law and make sure food is safe.

**Food businesses of all kinds in Scotland can benefit from our guidance**

**Importantly, all the advice we give is based on data and evidence**

## Background

We offer online training, food law information, tools and resources that support businesses with food safety management, labelling and the Food Hygiene Information Scheme.

We also provide a checklist to help with registering a new business.

And we work with Scottish local authorities to make sure food businesses grow, make and prepare food that is safe to eat.

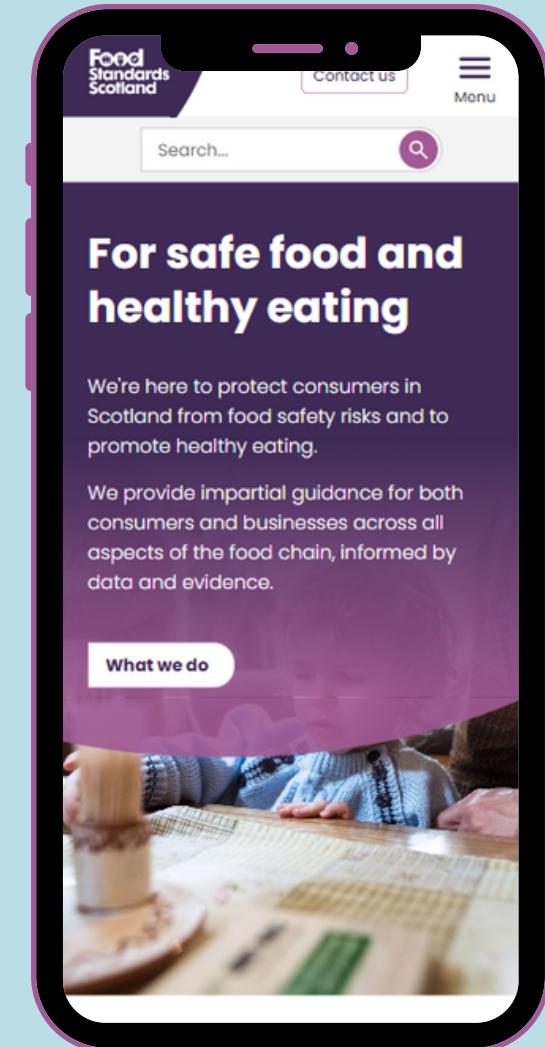


# About the campaign

Our new website makes it easier for businesses to comply with simpler navigation and the latest guidance, tools and training resources, meaning less time is spent searching online or reaching out to the wrong contact.

The improved search function means you can now find many of the things you need to run a business, quicker and easier than before.

There's also a section for local authorities to support the work they do.



All businesses need to do is visit [foodstandards.gov.scot](http://foodstandards.gov.scot)

# Supporting the campaign

We would be grateful for your support in making food and feed businesses in Scotland aware of the resources and guidance available on our website.

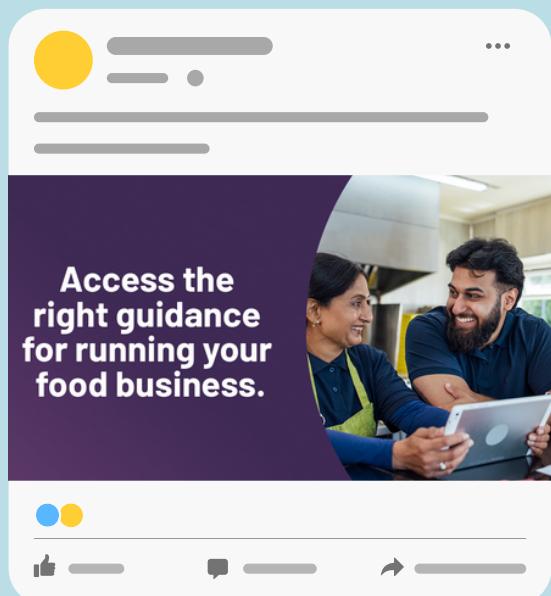
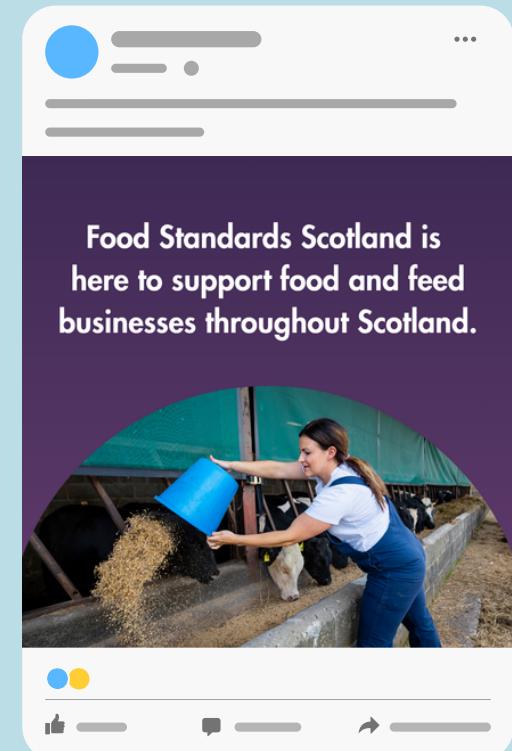
The campaign toolkit has information that can be shared with your audiences, stakeholders and service users:

- social media post copy
- static graphics
- a campaign video

[Download the static assets](#)

[Download the video assets](#)

[Download the social media copy](#)



# Contact us

If you'd like more information or to discuss the campaign, please contact us by email at [marketing@fss.scot](mailto:marketing@fss.scot)

Follow us on social media

