

CREATING A NATIONAL PLATFORM
CELEBRATING SCOTTISH PRODUCE



BALLINTAGGART

Presented by
CHRIS ROWLEY

A photograph of a traditional stone building with a steep, slate-covered roof. A group of people, including a man in a light blue shirt and dark trousers, and several women in grey aprons, are standing in front of the building. To the left, there are wooden picnic tables and benches. The background shows a lush green valley with rolling hills under a cloudy sky. The text is overlaid in white, sans-serif font.

The right investment will turn
Ballintaggart into a national brand and a
leading platform within Scottish
hospitality

We're the only immersive food-led destination in Scotland creating personalised experiences

Located just 90 minutes from Edinburgh and Glasgow in Highland Perthshire, Ballintaggart is a one stop destination for food and drink lovers.

No other destination in Scotland offers such a comprehensive food and drink experience, rooted in seasonality, provenance and support for independent producers.

We offer:

- Dining experiences
- Event space for weddings & private events
- Accommodation (22 guests)
- Cook School Masterclasses (8 guests)
- Sauna, yoga and wellness experiences
- Retail shops (Perthshire & Dundee)
- 40+ own product range
- Private catering across Scotland
- Support 50+ Scottish producers a year
- Food & drink brand partnerships & activations

We've received awards, accolades and 5* reviews

“Ballintaggart are a market leader and have been a driving force for modern Scottish food across Perthshire and beyond. The drive within their business is staggering and they have the potential to be a game changer across the industry”

Fiona Richmond, Head of Scotland Food & Drink

“I have never been offered a better table, anywhere”
Giles Coren, The Times



OLIVE

THE  TIMES

SCOTLAND FOOD & DRINK
& Excellence
Awards 2025



Our guests are affluent food and drink lovers with a passion for provenance

From a B&B, Ballintaggart has grown into a food-led destination with a retail offer inspired by guest demand. Guests often visit to celebrate special moments and return over many years.

Our six retail spaces showcase Scottish producers and our own brand, while promoting events and experiences at Ballintaggart Farm.

Unlike other Scottish food-led businesses, Ballintaggart offers a cohesive experience, akin to Daylesford Organic or The Newt in Somerset, where quality, provenance and thoughtful luxury define the brand.



Guest Profile

Affluent UK food lovers

Americans & Europeans

Age range: 30 - 65

Ave experience spend: £150

Ave spend with a stay: £350

Growth Opportunities

APAC tourism

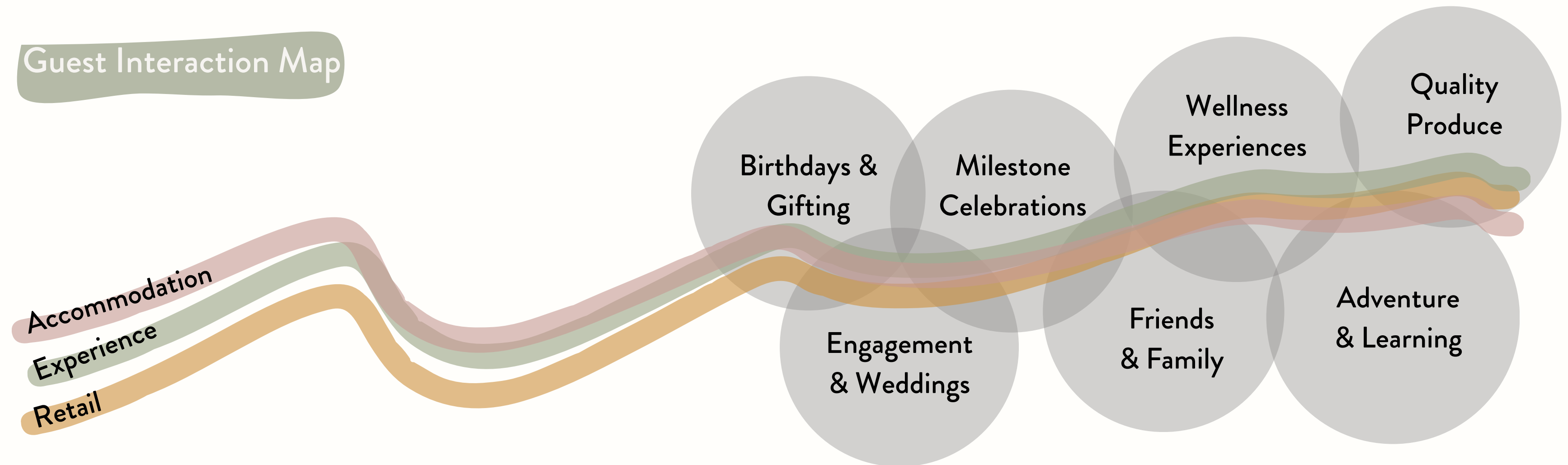
Further international reach

Travel trade

Wedding market

Ballintaggart Farm is the heart, whilst retail provides instant and ongoing access to our brand

Guest Interaction Map



Ballintaggart: from regional strength to national leadership in Scottish hospitality

Organic growth has brought us here — investment will accelerate the momentum

Recent investments include:

- New website & online retail
- 2 x booking platforms (accom & experiences)
- SEO
- POS
- Farmhouse renovation for more accommodation
- 8 person wood fired sauna

This has increased visibility and trust, while enabling data-led CRM marketing in the future.

Reinvestment Numbers

2025 - £200k
Website, Tech Suite,
Sauna

2024 - £150k
Retail Spaces x 3

2023 - £600k
Farmhouse renovation

Sales & Distribution

32.9K followers across social media
7.5K newsletter subscribers
4.9* on Google

Pipeline

Pipeline of £500k for next three years - this is not enough to meet the demands of this new sector

We've demonstrated consistent revenue growth, but our net profit remains untapped

Year	21/22	22/23	23/24	24/25	25/26
Turnover	£646,251	£932,016	£1,043,684	£1,388,099	£1,501,786
Net Profit	£80,419	£-35,830	£-390,234	£-205,445	£45,028

Accommodation constraints are limiting guest stays and revenue growth

- Rural location means most guests want to stay overnight
- We've outgrown our current accommodation offering (three properties)
- Only 30% of experience guests can stay at Ballintaggart
- No weekend accommodation availability until January 2027
- Wedding guest cap of 38 results in losing up to 80% of wedding enquiries
- Accommodation linked to events kitchen restricts guest experience and event delivery
- Missed revenue due to limited accommodation and event flexibility

Growth at Ballintaggart Farm will power the expansion of retail across Scotland, and beyond

Ballintaggart Farm Reinvestment

- Increase accommodation + 10 rooms
- Create a stand alone event space and cook school
- Increase marketing output to drive sales and occupancy
- Farm to be main profit driver within the business

Operations Investment

- Appointment of a Financial Director to strengthen financial health and long-term resilience
- Investment in marketing & sales to recruit a full-time specialist and provide marketing spend

Retail Investment

- Investment into three shops to create meaningful sense of place and establish brand loyalty



Investment will unlock the next five years of scalable growth across the entire business



Our team have the skills and experience to exponentially grow our platform and reach

All-female leadership with combined 20+ years' experience with global brands.



Chris Rowley
Owner | Executive Head Chef



Sam Parsons
Head of Operations



Holly White
Head of Events

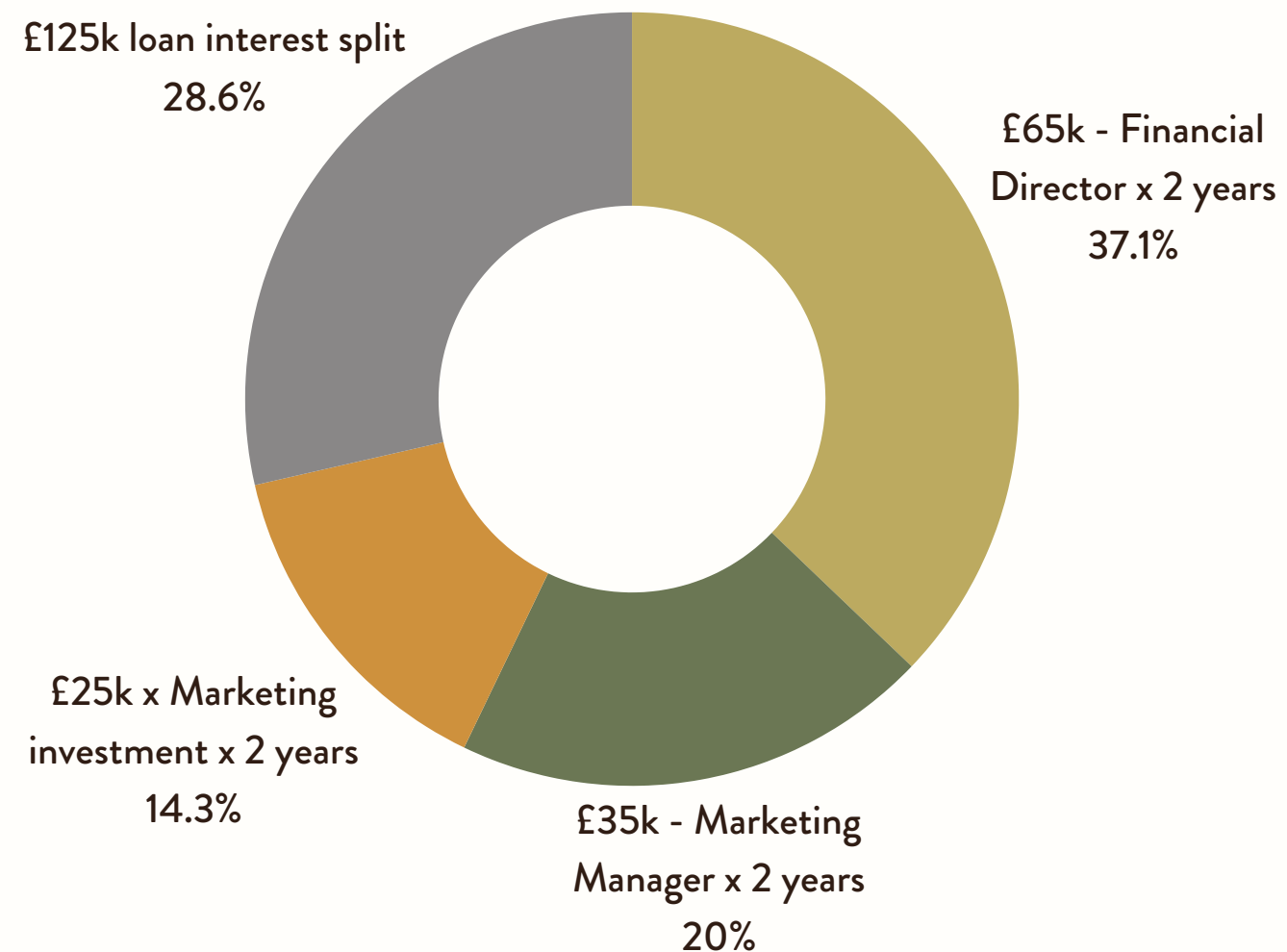


Fiona Anderson
Head of Retail

£1.5m is required to accelerate growth & cement Ballintaggart as Scotland's food platform

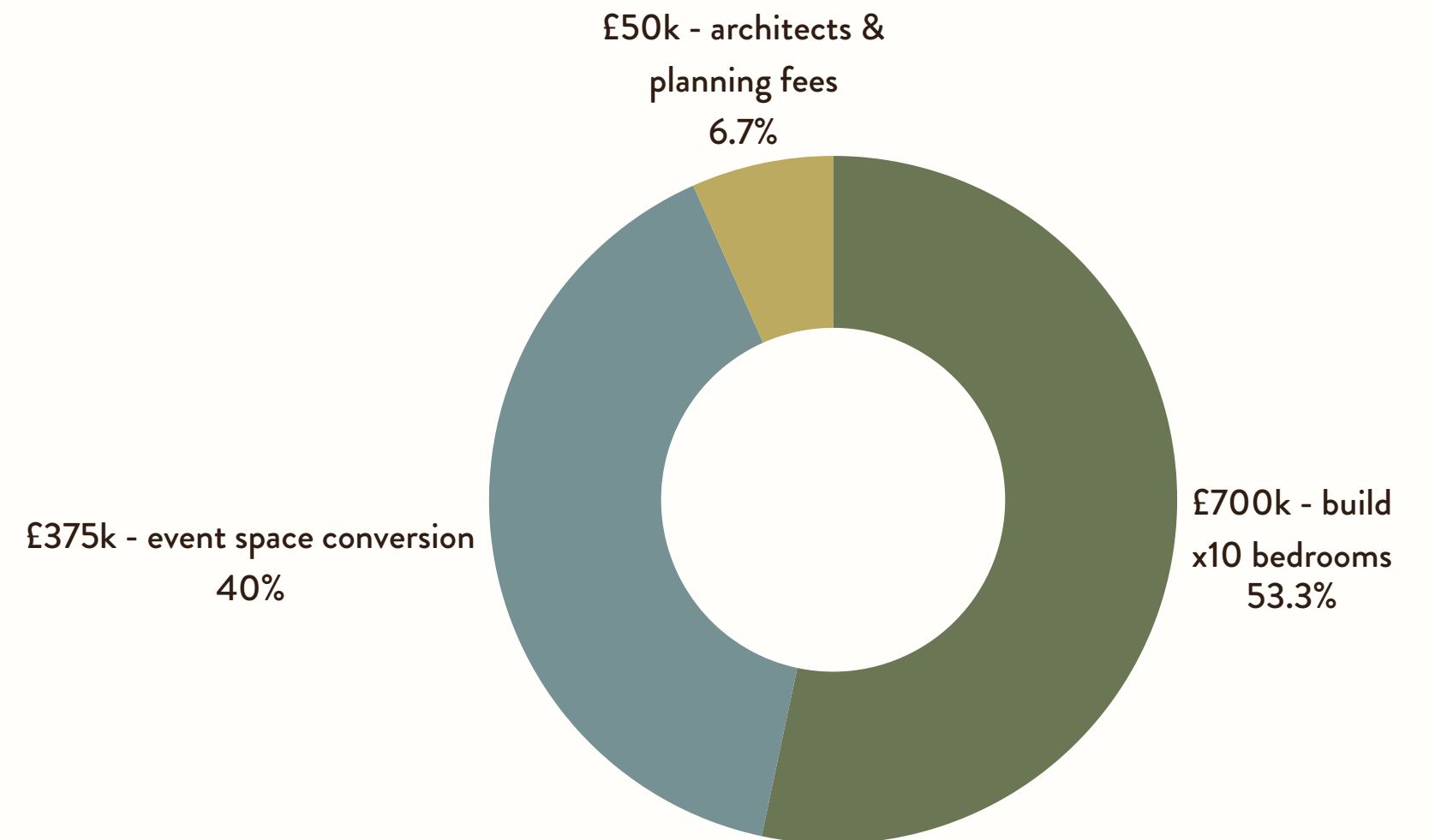
Operational enhancements

£375k equity investment

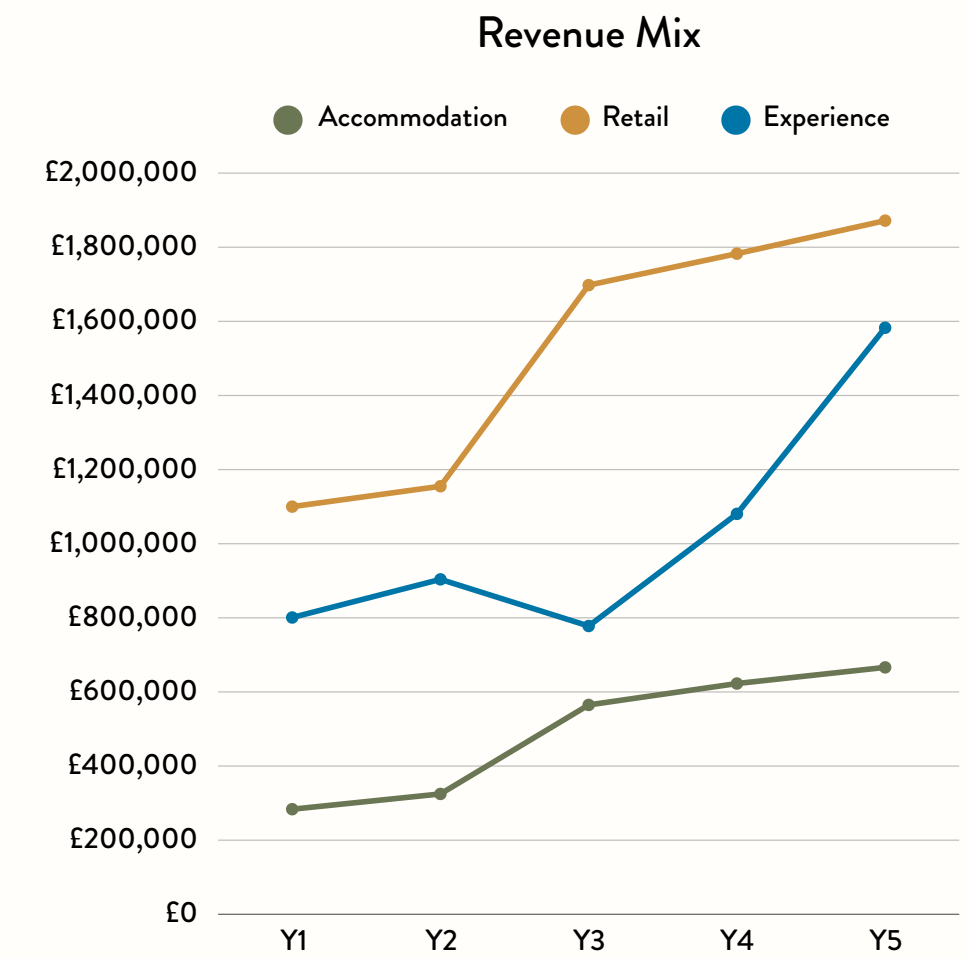
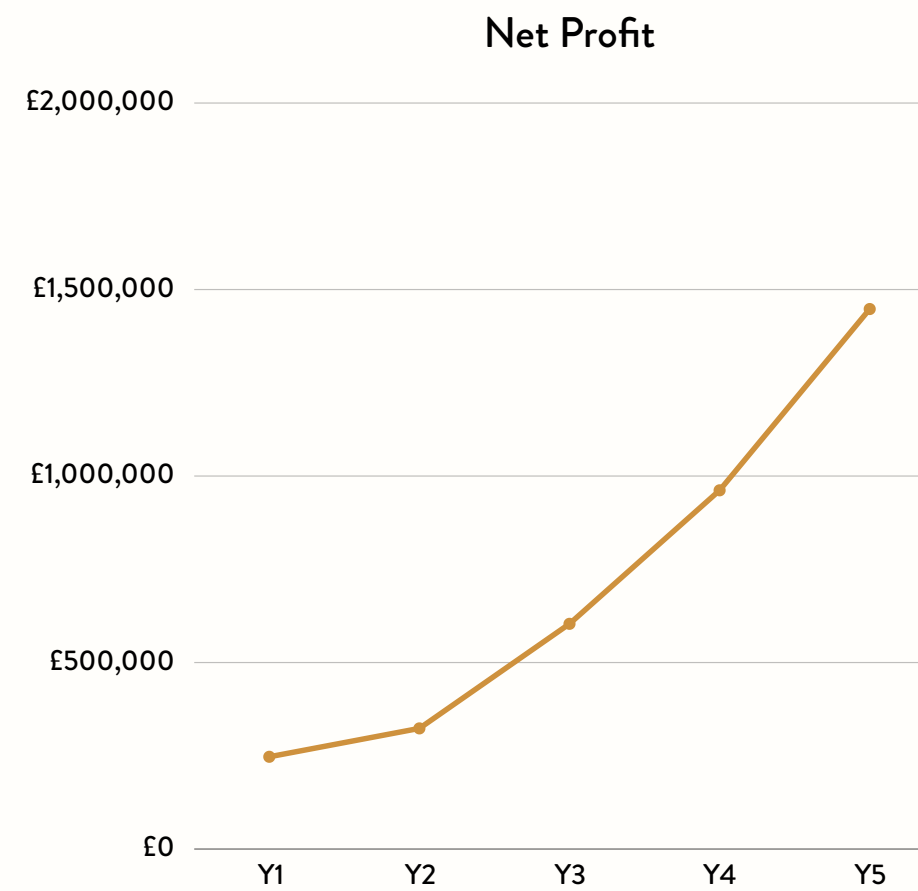
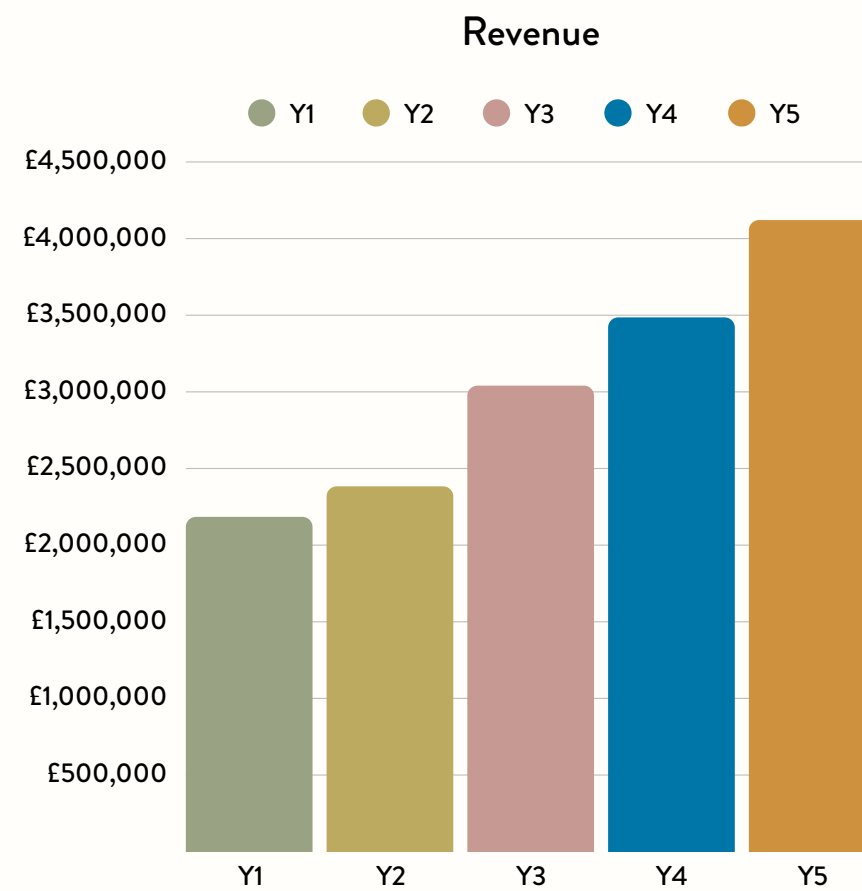


Infrastructure development

£1.125million debt investment



In return we will deliver £4m revenue and £1.5m profit



A rustic dining table set for a meal. The table is made of light-colored wood and is cluttered with various items: several tall and short wine glasses, some containing liquid, white plates, blue napkins, and small white bowls containing different condiments. A metal tray holds several slices of bread. A small black bowl is also visible. In the background, there are wooden chairs and a stone fireplace. The overall atmosphere is warm and inviting.

Let's set the table for Scotland's next chapter in food-led experiences, together.

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