

National World

The Good Food Guide partner with National World

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National World plc has announced today that it is partnering with The Good Food Guide in its latest expansion – designing a world beating food and drink offering across its Scottish titles.

The Good Food Guide was founded by Raymond Postgate in 1951 and today it remains the longest-standing and bestselling guide to dining out in Great Britain. In 2021 it was bought by Knife & Fork Media, owners of CODE Hospitality, and last year it was relaunched as a digital restaurant guide available on both desktop and app.

For more than seven decades, the Guide has exerted a powerful influence on the country's dining scene and as it continues to evolve it is revered by restaurants, chefs and critics alike for its authoritative stance on showcasing the best establishments Great Britain has to offer. The Guide continues to inspect restaurants anonymously with its network of 30 inspectors and pays for every meal.

From this week (Feb 14) the Guide will join forces in an exciting new content partnership with National World's three largest Scottish titles – The Scotsman, Edinburgh Evening News and GlasgowWorld – to create and promote unique stories championing the brilliant dining experiences on offer across the country.

The partnership will further strengthen National World's food and drink offering in Scotland by shining a spotlight on what makes the country's dining so special and celebrating those chefs and restaurateurs whose creativity has secured their future during a turbulent time after successive lockdowns.

Adam Hyman, founder of Knife & Fork Media and publisher of *The Good Food Guide*, said: "We are excited to partner with National World to continue to promote good food and hospitality, the aim of the Guide since its inception in 1951."

Laura Collins, publisher at National World, added: "Over the last three years the hospitality sector has been hit especially hard during one of the most challenging times that nobody could have imagined. But it is a testament to the industry's resilience and strength that it has weathered the storm and continues to flourish.

"We're delighted to partner with The Good Food Guide to celebrate and showcase all the best that the dining and hospitality scene has to offer in Scotland from its newest additions right through to trusted institutions that have stood the test of time.

"We hope that this will only strengthen our fantastic food and drink offering across our publications as we continue to champion the incredible work of those who make our dining scene a truly unique experience."

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